AMERICAN GAS ASSOCIATION MONTHLY

SEPTEMBER · 1935

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Ten Years of Laboratory Progress

Advertising on the Pacific Coast

Gas Pressure Piping Code Adopted

1934
A. G. A.
Proceedings

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AMERICAN GAS ASSOCIATION

420 Lexington Avenue **New York, N. Y.**

AMERICAN GAS ASSOCIATION MONTHLY

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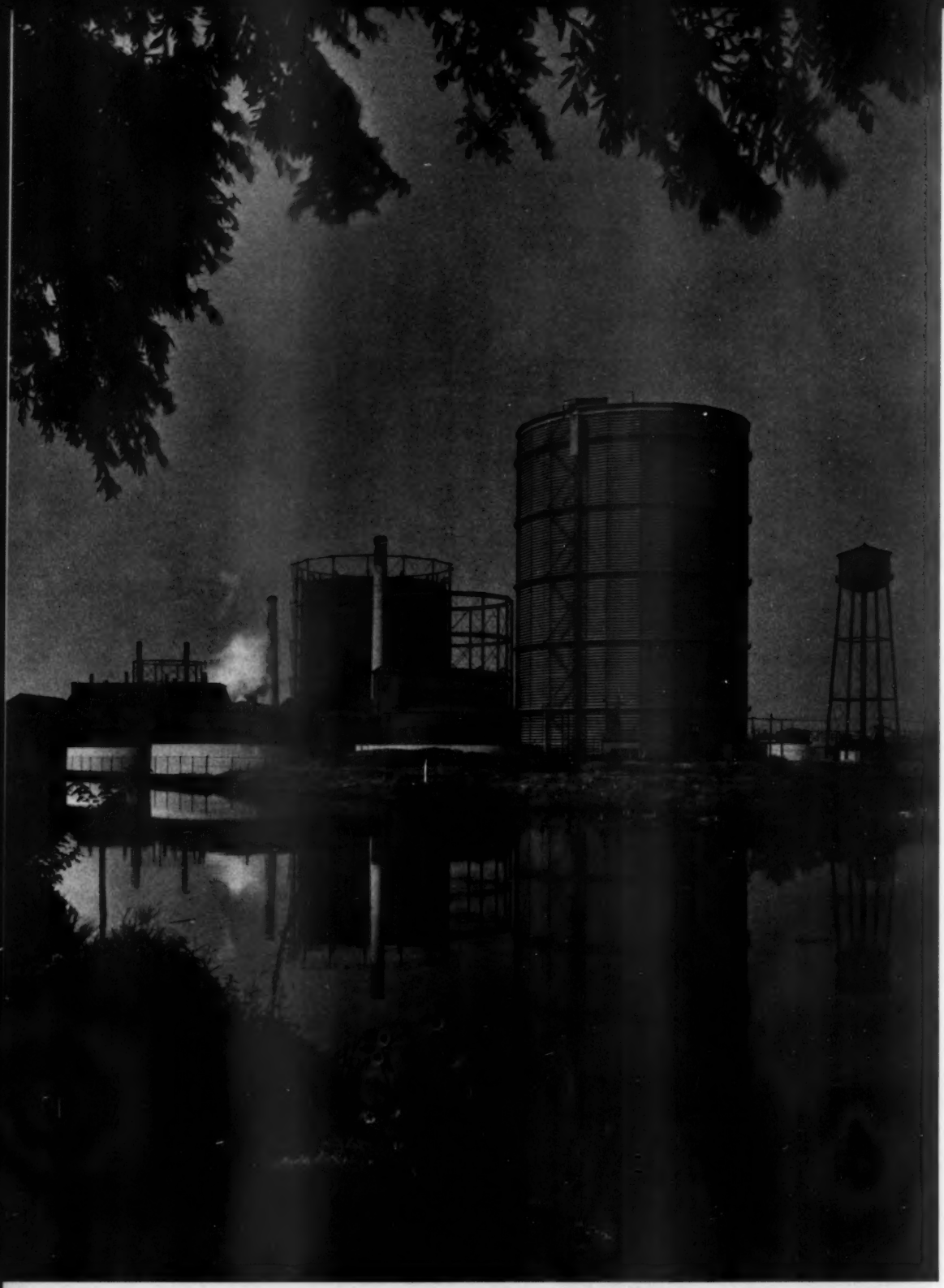

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AMERICAN GAS
ASSOCIATION
MONTHLY

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James M. Beall, Editor

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Vital Problems To Be Discussed at Association's Annual Meeting

A STRONG program, attractive entertainment features, excellent facilities for accommodating a representative gathering of delegates, and other special advantages offered by a metropolitan center, promise to make the forthcoming Chicago convention one of special appeal to the industry. It will be the Association's seventeenth annual meeting. Headquarters will be at The Palmer House, and the dates are October 14-17, Monday through Thursday.

This year discussions in the sessions will center around three principal subjects of vital importance to the industry. They are sales stimulation, research in gas utilization and in appliance development, and the celebration of the tenth anniversary of the Association's Laboratory.

Comprehensive Program

Following roughly the outline of last year's highly successful convention, the program for the general sessions is designed to give expression to the entire industry. The sectional meetings will give members the opportunity to tie-in the national viewpoint to their own particular jobs and problems. It is in the sectional meetings that full opportunity will be afforded for individual discussion of topics and close study of impending developments of a specialized nature.

Programs for the general and sectional sessions have been interwoven so that the same general pattern will appear throughout. The problems pertaining to efficient and economical production and distribution of both natural and manufactured gas, and to accounting methods and their applicability to service to our customers, as well as those of direct selling, will all be treated as they relate to the common objective of advancing the usefulness and increasing the business of the industry.

Laboratory Anniversary

Those best qualified to discuss these subjects have been selected with careful attention to the varying conditions under which the companies operate, the geographical and climatic considerations involved and the peculiar problems that result.

It may be expected that there will be discussion of the activities of some governmental agencies using the public money not in the public interest. While most of the speakers will be men who can speak with authority of and for the industry, there will, as usual, be an admixture of thought by speakers drawn from the outside.

One major factor is at work to make this meeting even more important than the preceding one. Last year there was considerable uncertainty regarding economic and political trends. Today the issues are more clear cut and defined. The political situation, while not improved, is clarified. Economically speaking, business is on the upgrade. The inherent soundness of the gas industry has been amply demonstrated in the face of great difficulties. The convention should serve to consolidate its resources and expose its problems to the penetrating fire of open discussion.

The history and achievements of the Cleveland laboratory during the ten years of its activity, and of its branch in Los Angeles, will be discussed by men who have worked in that field from the beginning and who know whereof they speak. The striking development of its comprehensive appliance testing program, its general acceptance as authoritative, and the growth of technical research in the laboratory, will receive proper attention, and it is possible something tangible may be evolved indicating the future program of the institution which now fills such a vital place in the life of the industry. George E. Whitwell of Philadelphia and A. F. Bridge of Los Angeles, both members of the Managing Committeè of the Association's Laboratory, will be speakers and it is expected that others who have played important parts in its foundation and development will contribute to the discussion.

Keynote Address by President

The annual address of the President, to be delivered by P. S. Young,

the morning of October 15, will set the keynote for the meetings.

One feature of this year's convention will be an address at a general session by Dr. Cecil K. Drinker of the Department of Physiology of Harvard University School of Public Health on "Effective Administration of Resuscitation—Twelve Years' Experience." This will be a striking presentation of what has actually been accomplished in an important division of the gas industry in protection of the lives and health of our employees and customers. Dr. Drinker is the author of numerous articles on carbon monoxide poisoning and allied subjects.

President P. S. Young

Awards of the American Gas Association Meritorious Service Medal, the Charles A. Munroe Award, Beal Medal and other forms of recognition of unusual service are scheduled as usual for the general sessions.

While first and foremost attention is given to the business sessions, there is also ample assurance that the entertainment program will prove equally as attractive during those hours not devoted to the business of the industry. The committee has planned a program of wide appeal. The President's Reception, always a high spot, will be held Tuesday evening followed by dancing and special features. Wednesday it is planned to have a concert in the evening followed by dancing. The ladies will be entertained at a luncheon and bridge Wednesday noon. Other attractions have not been announced but promise to be up to the high standards set at previous conventions. Chicago offers many opportunities for high class entertainment and few who seek it are disappointed. Some of the World's Fair exhibits have been made permanent and should prove of interest to those who were not fortunate enough to see them during the exposition.

Members of the Entertainment Committee are:

C. A. Luther, Chicago, Chairman; T. E. Bullion, Detroit; J. D. Creveling, New York; J. L. Conover, Newark; M. N. Davis, Bradford, Pa.; Paul Ford, Kansas City; W. M. Fowler, Philadelphia; E. R. Guyer, Chicago; R. W. Hendee, Tulsa; W. H. Hodge, Chicago; C. H. Kallstedt, Aurora, Ill.; J. G. Learned, Chicago; F. A. Lemke, Kalamazoo; N. R. McKee, Los Angeles; R. B. Meredith, Chicago; J. W. Moore, Birmingham; W. G. Murfit, Philadelphia; W. J. O'Brien, Memphis; Earl Roberts, Detroit; F. C. Smith, Houston; W. L. Smith, Battle Creek; R. G. Soper, Dallas; C. V. Sorenson, Hammond, Ind., and A. I. Wallace, Chicago.

Natural Gas Topics

Aside from preliminary committee meetings the events begin with the gatherings of the Natural Gas Department when the Main Technical and Research Committee and its subcommittees assemble on Monday morning, October 14. The department will continue in session throughout the afternoon of that day and its executive heads will hold their annual meeting and dinner in the evening.

Vice-President L. B. Denning

In addition to the Chairman's Address by John B. Tonkin, of Pittsburgh, and the report of the Main Technical and Research Committee by H. C. Cooper, of Pittsburgh, Pa., the business session will include a symposium in which several important subjects will be presented by different speakers and discussed freely from the floor. "General Problems of Taxation and Legislation," will be presented by R. D. Carver, Kansas City; George A. Lee, Chicago, and others. Speakers selected to cover different phases of the topic "Building the Natural Gas Load" include W. C. Beckjord, Pittsburgh; Frank C. Smith, Houston; Paul R. Johnson, Independence; and Henry O. Loebell, Chicago. The final program is expected to include additional speakers on these subjects.

With their usual forthright dispatch and thoroughness, the Accounting Section officers have prepared a program ranging from the minute details of accounting procedure to the broad problems of customer relations. Two afternoon sessions—Tuesday and Thursday—will be devoted to the accounting business meetings. A tentative program is included hereafter. Luncheon conferences, which were a popular innovation at last year's meeting, are to be included again. The four groups which will hold luncheon conferences simultaneously are: office management, customers' accounting, general accounting, and customers' relations.

In conjunction with the accounting sessions is an Office Appliance Exhibit which has been arranged by Sidney Curren, chairman of the Exhibit Committee. The location of the exhibit has been planned so that those entering and leaving Accounting Section meetings will pass through the exhibit. At the present writing the following companies have arranged for display of their equipment: Addressograph Company, Burroughs Adding Machine Company, Felt and Tarrant Mdg. Company, International Business Machines Corp., Remington Rand, Inc., and The National Cash Register Company.

Treasurer J. F. Rooney

Advertising Symposium

The luncheon symposium to be held by the Publicity and Advertising Committee on Thursday afternoon, will embrace a discussion of some of the most important advertising projects now in course of consideration by the Association and gas company members. At the moment, plans are being made to hold a discussion of radio broadcasting in behalf of gas cooking, involving the use of a nationally sponsored "live" broadcast featuring a well-known expert, and supplemented

by electrical transcription records to be used by companies outside the area of the large network stations.

A greatly revived interest in direct-mail advertising has been one of the outstanding developments of the year. This subject will be handled from a critical viewpoint by an expert in the direct-mail business who is sufficiently far removed from the gas business itself to give an impartial analysis of the effectiveness of present direct-mail advertising done by gas companies.

Another topic scheduled for consideration is the movement now taking form to get the gas industry's support for a program of advertising of a definite prestige-building nature. The present project under consideration has certain advantages which are of special interest at this time.

Members of the Public Utilities Advertising Association will be invited to attend the advertising symposium. J. R. Pershall, of Chicago, president of the P.U.A.A., promises a large and representative attendance of members of his organization.

Commercial Section Program

When sales managers and others interested in the ever-present sales problem come together for the Commercial Section meetings Tuesday and Wednesday afternoons, there will be a host of important topics up for discussion. While the program has not been announced definitely it is known to include speakers of national prominence and subjects which are of paramount interest to everyone in the industry. Mass selling, dealer cooperation, appliance merchandising, national and local sales campaigns, appliance maintenance problems, long term financing and other problems are slated for thorough analysis.

The Home Service Breakfast will again be the high light in home service activities at the convention. At this breakfast, on Wednesday morning, October 16, a talk on "Impressions of Home Service" will be given by F. M. Rosenkrans, chairman of the Commercial Section, followed by a group of two-minute talks on current activities by home service directors. This informal breakfast has grown each year in popularity, being well attended by gas company executives as well as home service women.

On Tuesday afternoon, October 15, at 4:00 P.M., following the Commercial Section program, there will be a subject matter program of particular interest to home service women. One talk scheduled is that by Mrs. Clara B. Snyder, of the Institute of American Poultry Industries of Chicago, discussing "New Methods in Poultry and Egg Cookery."

Industrial gas men will have three afternoon sessions devoted to a consideration of their problems. Featured at the Tuesday session is an address on "Advertising Industrial Gas," by George Ketchum, president of Ketchum, MacLeod and Grove, Inc., Pittsburgh. This session will also include a talk on "Raising the Public's Evaluation of Gas," by F. H. Adams, general manager, Surface Combustion Corp., Toledo, Ohio. There will be a get-together luncheon preceding the first session at which delegates may get acquainted before the formal program gets under way.

Industrial Gas Sales Conference

An industrial gas sales symposium will be held Wednesday afternoon. This will include a round-table discussion of the following industries: food, ferrous metals, non-ferrous metals, and ceramics. The concluding session, Wednesday, will be a commercial gas sales conference. The various uses of gas in the commercial field will be covered at this session, including specifically, hotels, restaurants, bake shops, delicatessens and pressing, cleaning and dyeing establishments. Dealer cooperation in the sale of commercial merchandise and gas will also come under discussion at the last meeting.

Starting Tuesday, October 15, the Technical Section sessions will run three successive afternoons and will include a wide array of subjects of interest to gas engineers. In addition to the annual reports of the Production, Distribution and Chemical Committees, there will be a discussion of many practical problems facing the technical man today.

Following are tentative programs of Accounting, Industrial Gas and Technical Sections:

ACCOUNTING SECTION

FIRST SESSION

TUESDAY, OCTOBER 15, 1935

Chairman's Opening Remarks
A. S. CORSON, The United Gas Improvement Co., Philadelphia, Pa.

Report of Nominating Committee
E. B. NUTT, *Chairman,* Standard Oil Co. of New Jersey, New York, N. Y.

Affiliated Representatives Committee
F. L. GRIFFITH, *Chairman,* The Peoples Gas Light & Coke Company, Chicago, Ill.

Compendium Committee
C. J. FUE, *Chairman,* The Brooklyn Union Gas Company, Brooklyn, N. Y.

Luncheon Conferences Committee
H. A. EHRMANN, *Chairman,* Consolidated Gas Co. of New York, New York, N. Y.

General Accounting Committee
W. F. R. MUNNICH, *Chairman,* Philadelphia Electric Company, Philadelphia, Pa.

(a) Machine Posting—General Accounting
W. F. R. MUNNICH, Philadelphia, Pa.

(b) Production Accounts—Comparative Practices
J. W. SCHULTZ, *Chairman,* Reading, Pa.

(c) Work Orders in Budgetary Control
W. J. MAGUIRE, *Chairman,* Philadelphia, Pa.

Office Management Committee
G. B. WEBBER, *Chairman,* Public Service Electric & Gas Co., Newark, N. J.

(a) Eliminating Clerical Waste
H. T. RAND, *Chairman,* Worcester, Mass.

(b) Commercial Correspondence
W. GEITER, *Chairman,* New York, N. Y.

Standardization of Accounting Instructions, Forms and Procedures for Natural Gas Companies*
C. P. READ, Northern Natural Gas Company, Omaha, Neb.

* Contribution of Natural Gas Representatives Committee—F. W. Peters, Chairman, Oklahoma Natural Gas Corp., Tulsa, Okla.

Accounting Machines Committee
T. S. LEVER, *Chairman,* Philadelphia Gas Works Co., Philadelphia, Pa.

(a) Accounting Machines Developments
T. S. LEVER, Philadelphia, Pa.

(b) Customers Billing System of the Public Service Elec. & Gas Co.
J. L. CONOVER, Newark, N. J.

SECOND SESSION

THURSDAY, OCTOBER 17, 1935

Uniform Classification of Accounts Committee
F. L. GRIFFITH, *Chairman,* The Peoples Gas Light & Coke Co., Chicago, Ill.

Customer Accounting Committee
L. A. MAYO, *Chairman,* Connecticut Light & Power Company, Hartford, Conn.

(a) Trends in Customer Billing
W. E. SCOTT, *Chairman,* Boston, Mass.

(b) Control of Customer Accounting Procedures
G. I. SIMPSON, *Chairman,* Chicago, Ill.

(c) Credit History Records
W. A. HILL, *Chairman,* Wilmington, Del.

Customer Relations Committee
H. T. EAST, *Chairman,* Public Service Co. of Northern Ill., Chicago, Ill.

(a) Training Employees for Good-Will Building
W. C. TERRY, *Chairman,* Nashville, Tenn.

(b) Ascertaining Customer Views and Requirements
R. T. DUDREAR, Philadelphia, Pa.

Closing Remarks

INDUSTRIAL GAS SECTION

LUNCHEON

TUESDAY, OCTOBER 15, 1935

12:30 P.M.

FIRST SESSION

TUESDAY, OCTOBER 15, 1935

2:00 P.M.

Address by Chairman
J. F. QUINN, The Brooklyn Union Gas Co., Brooklyn, N. Y.

Report: Nominating Committee
F. B. JONES, *Chairman,* Equitable Gas Co., Pittsburgh, Pa.

Election of Officers

Paper: Raising the Public's Evaluation of Gas
F. H. ADAMS, Surface Combustion Corp., Toledo, Ohio.

Paper: Advertising Industrial Gas
GEORGE KETCHUM, Ketchum, MacLeod & Grove, Pittsburgh, Pa.

WEDNESDAY, OCTOBER 16, 1935

2:00 P.M.

INDUSTRIAL GAS SALES SYMPOSIUM
C. W. Gale presiding

The Food Industry
FRANK H. TREMBLY, JR., The Philadelphia Gas Works Co., Philadelphia, Pa.

The Ferrous Metal Industry
HALE A. CLARK, Detroit City Gas Co., Detroit, Mich.

The Non-Ferrous Metal Industry
R. L. MANIER, Syracuse Lighting Co., Syracuse, N. Y.

The Ceramic Industry
Discussion leader to be selected.

THURSDAY, OCTOBER 17, 1935

COMMERCIAL GAS SALES CONFERENCE

H. A. Sutton presiding

Hotels, Restaurants, Institutions
T. J. GALLAGHER, The Peoples Gas Light & Coke Co., Chicago, Ill.

Bake Shops and Delicatessens
R. H. STANIFORD, The Brooklyn Union Gas Co., Brooklyn, N. Y.

Pressing, Cleaning and Dyeing Establishments
H. E. G. WATSON, Consumers Gas Co. of Toronto, Toronto, Ont., Canada.

Dealer Cooperation in the Sale of Commercial Gas Appliances
CHARLES E. LUCKE, JR., Consolidated Gas Co. of New York, New York, N. Y.

TECHNICAL SECTION

FIRST SESSION

TUESDAY, OCTOBER 15, 1935

Chairman's Opening Remarks
C. A. HARRISON, Henry L. Doherty & Co., New York, N. Y.

Report: Nominating Committee
O. S. HAGERMAN, *Chairman,* American Light & Traction Co., Chicago, Ill.

SYMPOSIUM: Employee's Part in Increasing Gas Usage and Appliance Sales

(a) Plan of The Brooklyn Union Gas Co.
J. H. BRAINE

(b) Plan of Ohio Fuel Gas Co.
WARREN R. SISSON

(c) Plan of Republic Light Heat & Power Co.
S. B. SEVERSON, Vice-President and General Manager

Paper: Corrosion Research in the Field
DR. SCOTT EWING, A. G. A. Research Associate, Washington, D. C.

SECOND SESSION

WEDNESDAY, OCTOBER 16, 1935

Paper: Practical Application of Data from Research into Gas and By-Product Qualities of American Coals
DR. A. C. FIELDNER, U. S. Bureau of Mines, Washington, D. C.

Paper: Corrosion Resistant Materials for Gas Appliances
W. H. FULWEILER, The United Gas Improvement Co., Philadelphia, Pa.

Paper: Application of the Reynolds Number to Manufactured Gases and Flue Gases
DR. W. J. HUFF, Johns Hopkins University, Baltimore, Md.

Committee Reports:

Chemical Committee
S. S. TOMKINS, *Chairman,* Consolidated Gas Company of New York, New York, N. Y.

Distribution Committee
ERICK LARSON, *Chairman,* Long Island Lighting Company, New York, N. Y.

Gas Production Committee
K. B. NAGLER, *Chairman,* Peoples Gas Light & Coke Co., Chicago, Ill.

THIRD SESSION

THURSDAY, OCTOBER 17, 1935

Paper: Review of Developments on Heavy Oil Tar and Tar Emulsion Handling
P. T. DASHIELL, The Philadelphia Gas Works Co., Philadelphia, Pa.

Paper: Developments in Gas Making Processes for Peak Loads
L. J. WILLIEN, Byllesby Engineering & Management Corp., Chicago, Ill.

Paper: Coal Expansion
V. J. ALTIERI, Massachusetts Gas Companies, Everett, Mass.

Open Forum

These, Too, Bear the Burden of Convention's Success

J. B. Tonkin
Chairman
Natural Gas Dept.

A. S. Corson
Chairman
Accounting Section

F. M. Rosenkrans
Chairman
Commercial Section

J. F. Quinn
Chairman
Industrial Gas Sect.

John A. Fry
Chairman
Manufacturers' Sect.

CONSIDER the lot of an A. G. A. sectional chairman. In some respects it is not unlike that of the sainted Puritan mothers who, as Bruce Barton jocularly reminds us, not only had to put up with all the hardships suffered by the Puritan fathers but, in addition, had to put up with the Puritan fathers as well.

There is nothing cushy about swinging two jobs at one time, and the A. G. A. sectional chairman must perforce do just that. He cannot neglect his job with his own company and has to take on the work for the industry as a whole as he can. It just so happens that the worst squeeze comes near the fag end of the chairman's administration. At such a time (it would have to be Spring at its prettiest) it is necessary to whip into preliminary shape a well-rounded and attractive convention program. With that done, the real work begins with a rush.

Almost anything can and often does happen to a convention program. To pilot one safely through, taking the disappointments philosophically, calls for a disposition approaching the beatific. And the strain keeps up right through the convention itself. Only when the last speaker has said the last word and there is a rush for the exits is it possible for the chairman to collect what is left of himself and betake the remnants elsewhere for repair.

C. A. Harrison
Chairman
Technical Section

Still, there is a tremendous lot of fun and a good measure of satisfaction in it. The coming Chicago convention will as usual have its sectional and departmental programs of special appeal to the accountant, sales manager, home service worker, industrial gas engineer, manufacturer of appliances and apparatus, those in the natural gas end of the business, the advertising man, and the technical man.

Months of preparation and careful planning and not a few headaches have gone into the making of this year's sectional programs. They are almost in final form at this writing. The trend toward the open forum meeting in which ample opportunity is afforded for discussion, is proving more and more popular. The selection of three or four pertinent subjects to be handled by competent speakers, and the assignment in advance of the meeting of additional speakers to lead the discussion under each subject, is the usual setup. Supplementary discussion follows in natural order and the whole atmosphere of the meeting is one of informal nature. This year the Natural Gas Department will adopt that procedure.

Miss M. Nevins
Chairman
Home Service Com.

The idea of the meal time conference, heretofore frowned upon by many because they believed no one could eat and talk intelligently at the same time, seems to have won out and become a fixture. The Accounting Section and the Home Service and Publicity and Advertising Committees claim they can get more serious and constructive discussion of problems around the luncheon and breakfast table than anywhere else, and, in addition, a bigger attendance too.

The Industrial Gas, Commercial, Technical, Manufacturers, and Accounting Sections will sponsor their usual thoroughgoing programs featuring the high points of the year's work, special contributions by well-known speakers and abstracts of reports that have been months in the making. Most of these programs have been worked out on a time-log basis so that one can tell to a split minute the amount of time allotted to each speaker, with careful estimates made as to elapsed time during discussion.

It is the chairman of the section or department who assumes the responsibility for putting on a live program and of seeing it through to a conclusion. For some unaccountable reason the idea seems to prevail among some convention delegates that a sectional program affords a pretty good test of how good a section is. This sort of arbitrary analysis is unfair both to the section and to its chairman, for it is the whole year's work and not a few hours of year-end deliberation at convention time, that tells the real story.

However, the long hours that chairmen spend weaving together the details that make up a program of strong appeal demonstrate that they are not unwilling to have their sectional work judged on the merits of the program itself. And that, incidentally, explains why the sectional programs have been of a uniformly high character and why they give so many specific aids and helps and ideas to those who attend conventions for the purpose of getting the most out of them.

Henry Obermeyer
Chairman
Pub. and Adv. Com.

What Makes John Citizen Mad—Taxes or Utility Rates?

"The time has come," the Walrus said,
"To talk of many things:
Of shoes—and ships—and sealing wax—
Of cabbages—and kings—"

By CHARLES W. PERSON
American Gas Association

AND, beg pardon, Mr. Carroll, if we also include for this discussion utility rates and taxes and how the folks back home feel about them.

For instance, which is of more concern to utility users right now—Government expenses or utility rates? Is the percentage of complaint against the Government greater than that against the utilities? To be more specific, is the citizen angrier as a taxpayer than he is as a utility user? Which is considered more reasonable—the tax bill or the utility bill? Speaking politically, which is likely to be a more popular issue in the making—utility rates or taxation?

The answers to these and collateral questions may be found in the July issue of the magazine *Fortune*. Evidently agitated by "the power issue, the politicians' delight" (the words in questions are *Fortune's*) the editors of the magazine hit upon the simple and practical expedient of investigating the relative burdens of two kinds of service—Government and utilities—by a direct consumers' survey approach to John Citizen himself.

Political Conceptions Upset

The results as compiled by *Fortune* not only make for some very pleasant reading by utility operators and the friends of utilities, but they also render a distinct service by upsetting certain political preconceptions and by pointing out some unmistakable warnings to those in public office who have a chronic case of utility-mania.

Permission to reprint the statistical data of the survey and the refreshing phraseology of *Fortune's* interpretation has been denied but we can, with entire satisfaction to the editors, comment on the findings in our own language. The survey itself embraced a test of consumers' and taxpayers' opinions of the comparative fairness of electric bills, telephone bills. and tax bills. The omission of gas bills in the investigation does not and could not, it is believed, alter the results one way or the other. The information revealed, therefore, is just as pertinent to the gas industry as it is to the electric and telephone interests.

As anyone knows who is familiar with the subject, surveys are only as trustworthy as the survey method used. Geographically, *Fortune* divided the country into five parts: Northeast, Southeast, Southwest, West, and Pacific Coast. The ratio of total interviews to interviews in each of these sections paralleled the ratio of the population of the entire country to the population of the section in question.

Survey Representative

Similarly, people living in large, medium, and small cities, in towns and in rural areas were represented in the same proportion that these communities bore to the total population in the census of 1930.

Lastly, people in each of five economic levels were interviewed in proportion to the total numbers at each level, as determined by a classification of homes by value or rental. This proportion was observed in every locality where interviews were made.

All interviewers operated under uniform instructions on pretested questionnaires. Work of the interviewers was checked by supervisors making follow-up calls. No mention is made by *Fortune* of the number of interviews held, but word has been passed down through publishing circles that this number was not only substantial but thoroughly representative.

The fact is early emphasized by the magazine that of the two kinds of services—Government and utilities—those presently in political office are responsible for the cost of the former, and not a few of them are trying to perpetuate themselves in office by building up a popular following in favor of reducing utility rates. If the politician has guessed sentiment correctly and finds there is a large amount of resentment against utility rates, he is wise if he attacks their unfairness, *Fortune* observes. On the other hand, concludes the magazine, the politician is wrong if no such resentment exists, and doubly wrong if the facts reveal that the utility is more popular with the citizen than the tax collector.

Thus, to sound out opinion, these three questions were asked of consumers and taxpayers:

1. "Do you regard your monthly electric bill as high, low or reasonable?"
2. " Do you regard your monthly telephone bill as high, low or reasonable?"
3. "Do you regard your yearly tax bill as high, low or reasonable?"

Interpreting the resulting statistics, one is agreeably surprised to note that a majority of consumers consider their utility rates reasonable and that a majority consider their tax bills high. As a matter of fact, the percentage of "kicks" against Government is about 10% higher than against the utilities. If this means anything, it means that those who seek votes by attacking utility rates are barking up the wrong tree.

Utility Rates Held Reasonable

Another application of the *Fortune* survey was to ascertain if people who are satisfied with their light bills are located in territories where rates are low, either because of local conditions or as a result of intervention by Government.

In a few cities, especially where political agitation exists, a majority did not consider their light rates reasonable. In most cities covered by the survey, however, a large percentage were satisfied with their bills. In a city on the Mississippi which enjoys one of the very lowest rates, about two-thirds of the customers made favorable responses. In the Southwest, in a town where a relatively high rate schedule prevails, the proportion of

customers satisfied was nearly as great. In interpreting these results, *Fortune* comes to the conclusion they are due to satisfactory public relations and a promotional type of rate. It further emphasizes the fact that a promotional rate that gives the public something to look forward to contains a valuable lesson for the utilities and the politicians.

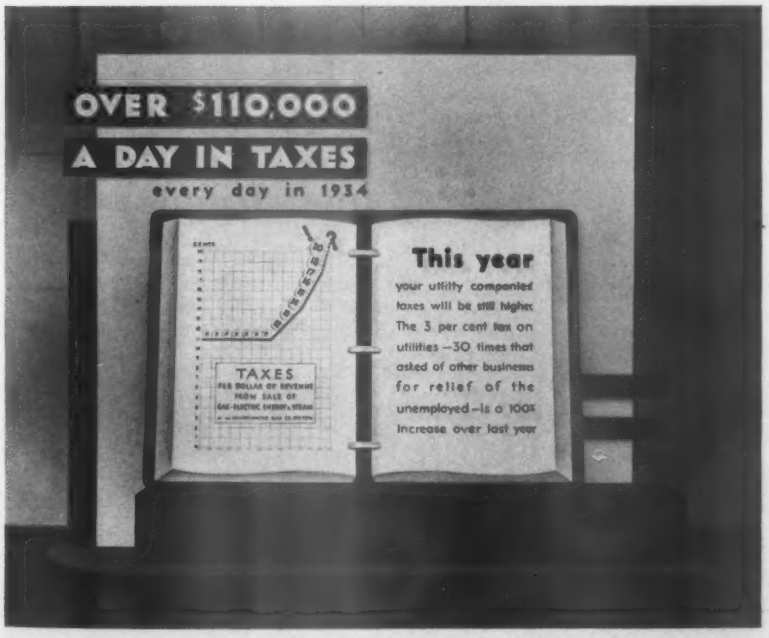
Coming now to a consideration of public opinion on taxes, the outstanding revelation is that in each income class the majority look upon their utility bills as reasonable. Again *Fortune* uses this fact to point out a warning to those who may attempt to rally the lower-income groups against the utility industry. Any such effort, it declares, cannot be based upon the belief that John Citizen thinks he is being overcharged. On the other hand, promises to reduce rates will meet with increasing approval because it is only natural to want to get things as cheaply as possible. Summing up this portion of the survey, the inference is made all too apparent that those who would make their political fortunes at the expense of prevailing rate schedules had better watch their steps.

In another portion of the survey the fact is brought out that in no income class, barring the negroes, are taxes considered reasonable. This means that the rich and those of the poor who are aware of the tax burden would be only too willing to respond to any tax reducing efforts, not only in self interest, but as *Fortune* declares, "apparently in moral indignation." At the same time, however, if returns are separated according to the economic levels of the persons interviewed, it is found that 39% of the poor and 63% of the negroes are not aware that they pay taxes. The fact that 67% of the former and 75% of the latter rent their homes (paying taxes indirectly) is thought to be responsible for this high percentage. The feeling against taxes as reflected in the *Fortune* survey is more significant than it appears here without the actual statistics to prove it. Furthermore, it is stated that taxation has a way of increasing, whereas the tendency of utility rates has been to decline, and in most places such rates are still declining.

In the final part of the survey, comparison is made between telephones and taxes by size of cities and towns. In every type of community the survey reveals that the cost of Government is considered relatively more unreasonable than the cost of telephones. It is the farmer and the small city resident who believes he is getting his money's worth for each. Using the findings of this last phase of the survey to interpret in what direction the wind is blowing, *Fortune* predicts that taxation is likely to be a more popular issue than utility rates, and to a degree that is nearly equal among all economic levels.

There are a number of other highly interesting and informative facts disclosed in the survey, and to those who appreciate the value of such information, the purchase of the July issue of *Fortune*, price $1, is worthwhile, or, better still, instead of purchasing the entire issue, one may obtain a reprint in pamphlet form of the entire survey itself for $.25 a copy. Orders should be addressed to *Fortune* at 135 East 42nd Street, New York.

Turning the Spotlight on the Tax Menace



Window display of the Consolidated Gas Company of New York calling attention to the huge tax burden being borne by the company. Similar displays are being used by other companies throughout the country to halt the rising tide of excessive and discriminatory taxes on public utilities

Gas Revenues Gain in First Six Months

DOMESTIC customers served by manufactured and natural gas utilities totalled 14,929,000 on June 30, an increase of 91,000 during the first six months' interval.

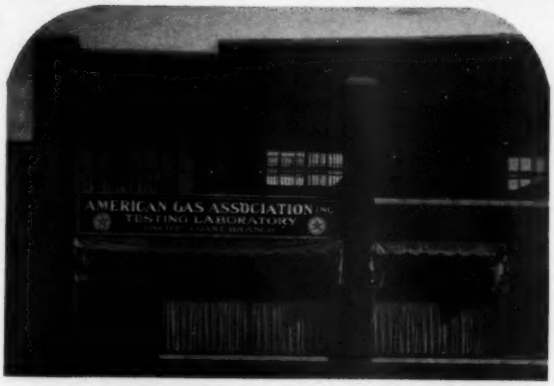
This gain in customers is reflected in the fact that a total of 482,500 gas ranges were sold in the country during the first half of 1935. This was an increase of nearly 27 per cent in range sales over the first six months of 1934. Approximately 80 per cent of such sales consisted of relatively high priced ranges incorporating modern automatic features, such as oven-heat control, etc.

Revenues of manufactured and natural gas utilities aggregated $385,795,800 for the first six months of 1935. This was an increase of 2.7 per cent over the corresponding period of 1934. Revenues from industrial and commercial users increased nearly 7 per cent. Revenues from domestic customers however gained only 1.3 per cent.

Manufactured gas industry revenues totalled $196,276,300 for the first six months, a loss of 1.1 per cent. Revenues from industrial and commercial uses of manufactured gas gained 1.5 per cent. Revenues from domestic uses, such as cooking, water heating, refrigeration, etc., were 3.8 per cent less than for the corresponding period of 1934.

Revenues of the natural gas industry for the first six months amounted to $189,519,500, a gain of 7.0 per cent over a year ago. Revenues from industrial uses increased 10.1 per cent, while revenues from domestic uses gained 5.5 per cent.

Ten Years of Progress at the American Gas Association Testing Laboratory



A. G. A. Testing Laboratory, Pacific Coast branch, Los Angeles. Above—Main Laboratory, Cleveland

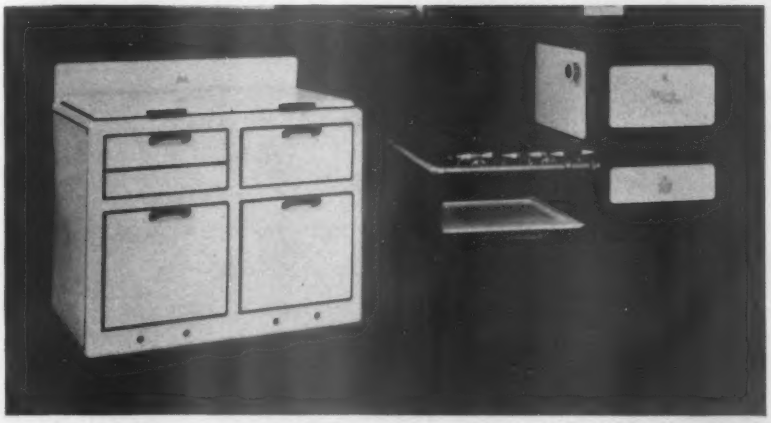
By HARRY W. SMITH, JR.
A. G. A. Testing Laboratory

TEN years in the history of an enterprise as far-reaching and permanent as the gas industry is not a long interval. Progress in the business of serving a nation with fuel is reckoned in centuries and half-centuries, not in decades. However, it is within the first few years of existence of any undertaking that its mettle is tested—that its future niche in the field of human endeavor and its growth or ultimate failure is determined.

In 1925 the widely varied interests of the gas industry of America acted through their national trade association upon long-discussed plans involving self-regulation in the public interest. In 1925 the Testing Laboratory of the American Gas Association was established and entrusted with the double task of (1) developing and executing a national program of continued appliance certification upon the basis of exhaustive test and (2) conducting original investigations continually serving the most pressing needs of the industry. A decade has passed since then. The Laboratory has grown; the works it has wrought have pyramided; the services it has offered have been enthusiastically received with profit in all quarters; the influence it has wielded has been recognized. On this tenth anniversary, as the Association's Testing Laboratory and appliance approval program become "of age," it

Left—Laboratory staff, Cleveland. Right—Staff at Pacific Coast branch

seems appropriate to review the progress that has been made and analyze prospects for the future.



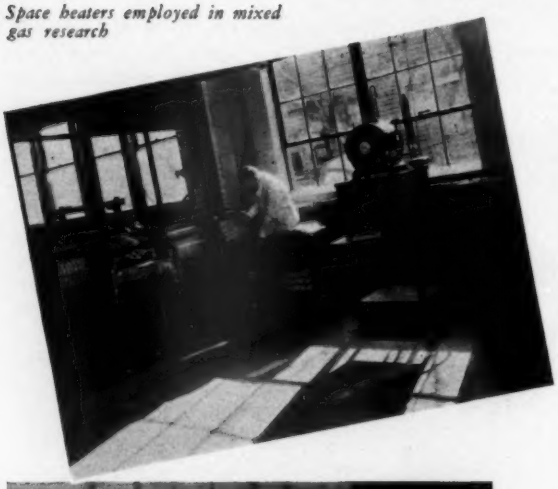
Pictorial study of gas range development in the past decade. Modern ranges of 1935 and 1926

The fundamental duty of the Laboratory—that of testing gas appliances and accessories for compliance with nationally accepted standards of serviceability, safety, and substantiality, and thereupon judging the worthiness of any piece of equipment to bear the now familiar emblem of endorsement of the Association—presumes the existence of complete, significant, and thoroughly endorsed consumer standards on the basis of which tests may be performed. When the Laboratory first initiated operations it had as a guide only the tenets of the Gas Safety Code just approved by the American Engineering Standards Committee as Tentative American Engineering Standard. Upon the shoulders of the Laboratory and the capable Approval Requirements Committee (especially formed by the Association from national experts, high representatives from all branches of the gas industry and delegates from Federal governmental departments and interested external agencies of national importance) fell the responsibility of evolving standards and test procedures for each type of appliance to be tested for certification.

By the end of the first year of activity approval requirements for gas ranges and flexible gas tubing had been evolved upon sound premises and accepted by the committee. Another year saw corresponding test specifications for space heaters and water heaters assembled and prepared for application in test. Step by step thorough consumer standards have been built up with utmost thought and official supervision, until today there exist 26 sets of requirements, each covering every facet of construction and performance for various types of gas appliances or accessories. Scarcely a domestic type of gas burning appliance is now sold that is not covered by some set of requirements. Hot plates, laundry stoves, warm air furnaces, steam or hot water boilers, gas-steam and hot water radiators, clothes dryers, incinerators, ranges, flexible gas tubing, radiant heaters, circulators, floor furnaces, water heaters, unit heaters, industrial gas boilers, ironers, hotel and restaurant ranges, garage heaters, conversion burners, gas refrigerators, draft hoods, gas burner valves, automatic main gas-control valves, regulators, thermostats, thermostatic pilots, relief and automatic shut-off valves, and semi-rigid gas appliance tubing and fittings, all

Testing gas ranges for approval in the present Laboratory building. Above—Testing ranges in 1926 in the old building

Space heaters employed in mixed gas research



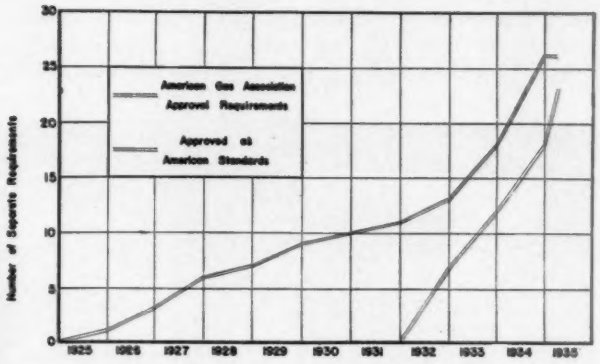


Chart 1. Approval, listing and installation requirements

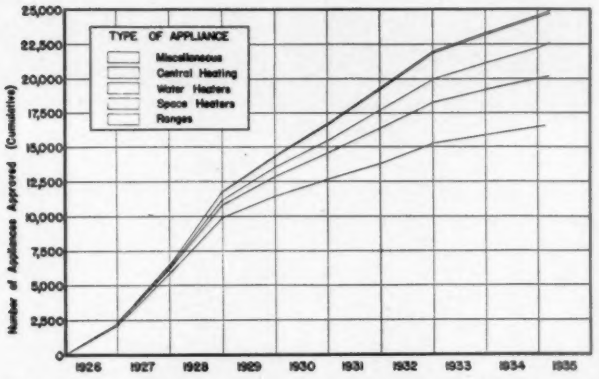
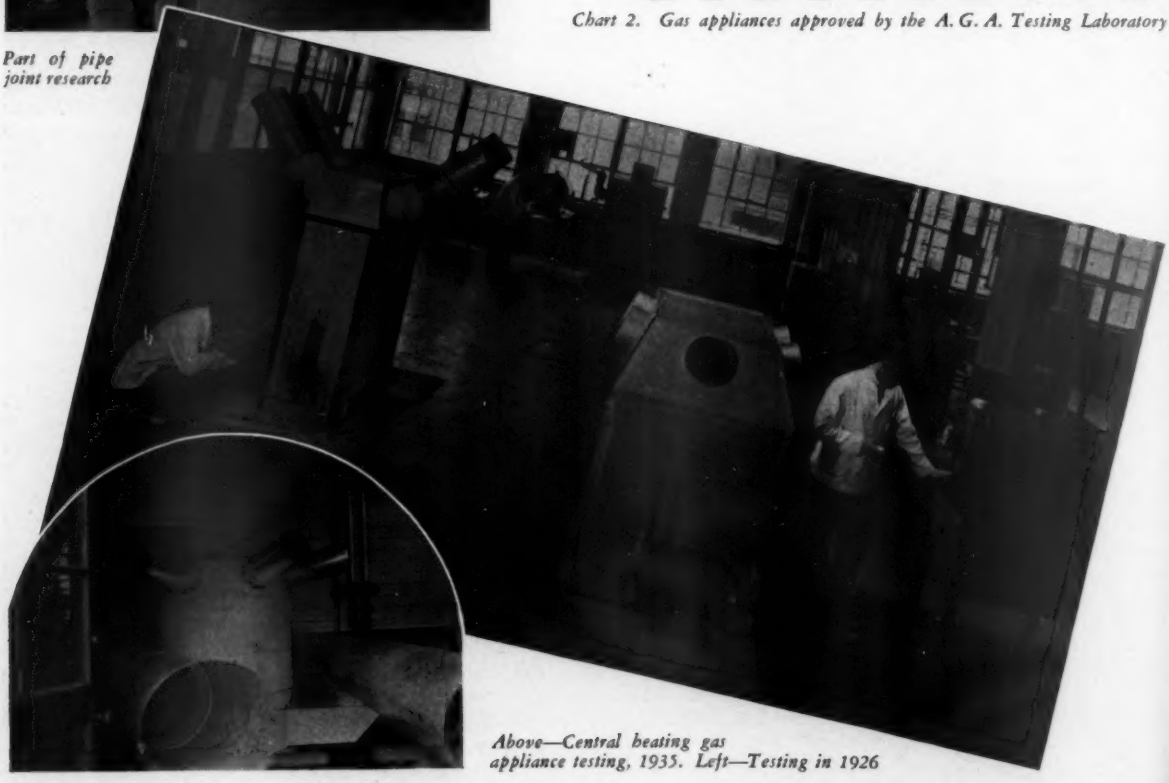


Chart 2. Gas appliances approved by the A. G. A. Testing Laboratory

Part of pipe joint research



Above—Central heating gas appliance testing, 1935. Left—Testing in 1926

Below—Testing space heaters in the modern fashion.

Right—Testing a space heater in 1926

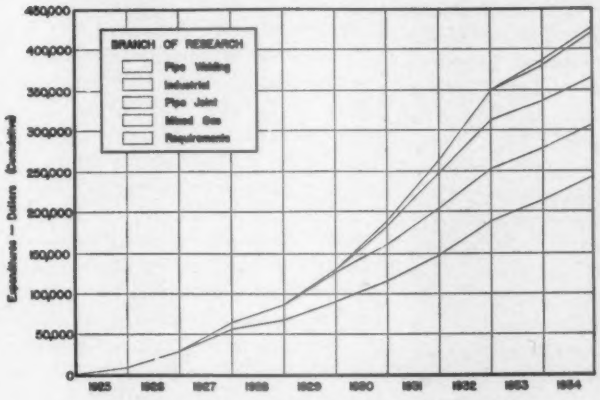


Chart 3. Laboratory research expenditures

Below—Industrial gas research section of Cleveland Laboratory

Approval requirements research—studying the capacities of horizontal draft hoods

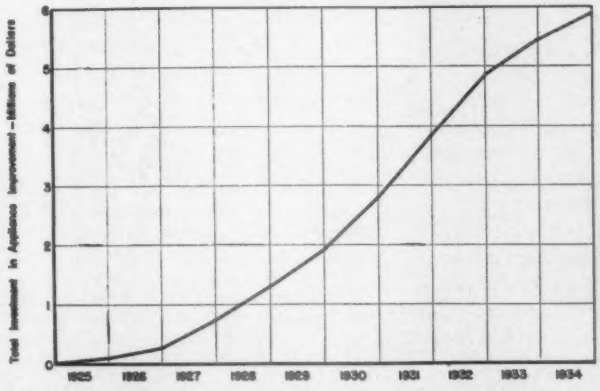


Chart 4. Estimated investment in appliance improvement as a result of Laboratory program

may be tested and certified in accordance with authoritative and exhaustive standards. Chart No. 1 shows the rate of increase in the number of separate sets of American Gas Association Approval, Listing and Installation Requirements developed and made effective since the inception of the program.

The upward swing of Chart 1 has not ceased. So long as new types of gas consuming appliances and accessories appear, new sets of standards will be required. For example, research is currently being conducted with a view to developing requirements for gas hair dryers, a new type of beauty and barber shop appurtenance creating much interest at the moment. In time it is reasonable to expect that specifications for air conditioning units will be called for.

"Webster" of Gas Equipment

Equally important strides have been made in the perfection and extension of existing standards as well as in the gaining of wider acceptance of the series as the undisputed "Webster" of gas utilization equipment. Whereas the requirements for gas ranges employed in 1928 included some 164 clauses, those currently in effect incorporate 324. Over and above this increase in the number of range design and performance features covered in approval specifications, practically every standing requirement has been annually improved on the basis of protracted research to insure constantly bettered range construction and operation for approved models. It is significant that, although safety has always been and will continue to be the chief matter with which approval and listing requirements are concerned, the various sets have grown in the past few years to include a wider gamut of paragraphs covering serviceability, convenience, efficiency, durability, and appearance. The standards now in effect for gas ranges show an increase over the 1928 set of 129 per cent in the number of stipulations not devoted exclusively to considerations of safety. Similar statistics prevail in reference to requirements concerning other types of appliances (water heaters, space heaters, and central heating gas appliances for example). It has been a natural development, therefore, that our Association's requirements for gas burning appliances and their accessories have come to be universally accepted as constituting the finest and most complete body of practical standards for household equipment in existence.

Many municipal governments, home economics experts, dealers, gas companies, federal groups, and vast numbers of individual gas consumers have so come to regard American Gas Association approval as an essential attribute of any appliance that they will specify, buy, sell, or use only equipment bearing our Association's Seal. The American Standards Association, the pre-eminent authority on consumer and industrial standards in this country with international connections throughout the world, has upon several occasions commended our Association on the public spirited work it has frought through the medium of its Approval, Listing, and Installation Requirements. As a matter of fact, the requirements of the Association have been gradually adopted by the American Standards Association as their own endorsed standards, until at the present time 24 of the Association's 26 sets of specifications have officially become "American Standard." In addition to this, the main Approval Requirements Committee of the American Gas Association has, since 1931, served as a Sectional Committee, Project Z21, of the American Standards Association. There is no doubt but that our Laboratory has earned its "spurs" as the final arbiter of appliance acceptability and as the ultimate impartial authority in matters of appliance design and performance.

The annual progress of the Laboratory since 1925 in its domestic and commercial equipment certification program is illustrated in Chart 2. Here it is noted that nearly 25,000 appliances have been approved to date. It is reliably estimated that more than 90 per cent of the domestic gas appliances offered for sale to the public both in this country and Canada possess Laboratory endorsement and bear the familiar insignia of that merit. In consideration of these figures, the future of the Laboratory in the role of advisor, aide and judge for the manufacturer preparing new models for sale seems definitely assured.

But the influence of the Testing Laboratory upon the gas industry in general extends far beyond the bounds so far indicated. Research, either fundamental or applied to approval testing, constitutes a major phase of the Laboratory's activities. Chart 3 illustrates the actual amount of money that has been invested in various fields of investigational work since the Laboratory's birth. A decade of activity in this branch of endeavor has not been without notable results.

Requirements Research

In requirements research $250,000 has been expended. Some 300 investigations for the guidance of the committees charged with the preparation of requirements have been conducted. These investigations have ranged from studying the effective life of gas burner valves to solving the knotty problem of ascertaining the proper types of test gases to be employed in testing appliances—appliances which must be suitable for use in all localities and under all sorts of conditions. Many requirements researches have been dedicated to the development of sensible and revealing test procedures, others to determinations of the effects of various design features upon performance. In the execution of this research much has been accomplished beyond the immediate end of assisting in the formulation of standards. In nearly every case data have been revealed that manufacturers or utilities can and have applied to the betterment of products or service.

Other research, not directly related to the certification program, has also come to be regularly performed at the Laboratory, and with such satisfactory results that the Managing Committee of the Technical Section of the Association at its meeting in New York, May 29, passed the following resolution recommended at the 1935 Distribution Conference:

> "That the Managing Committee of the Technical Section recommend that the Executive Board give consideration to the subject of enlarging the scope of the work of the Testing Laboratory of the American Gas Association at Cleveland to such an extent that it will become the research laboratory of the industry; and if this recommendation is approved, that the proper authorities of the Association be asked to consider such extension of the work of the Laboratory."

The mixed gas research project, so extensive that it involved some 175,000

tests and required 5½ years to complete, placed the art of gas mixing on a scientific basis and answered numerous perplexing problems affecting gas companies considering changes in gas supply. Pipe joint and pipe welding researches have likewise been far-reaching, the distribution and transmission phases of the industry being thereby served. In the industrial field some five major research projects have been undertaken and disposed of, two directed at ferreting out on the fundamental but little known relationships obtaining between different factors in high temperature gas combustion.

Special commercial problems of the gas industry have similarly been clarified by data secured by Laboratory engineers. The Laboratory's work in ascertaining the comparative costs and values of different fuels for cooking and water heating purposes is well known. The merits of numerous small devices purported to be "gas savers" have been determined. Basic information on the discharge of gases through orifices and upon domestic and industrial gas burner design have been disclosed. The Testing Laboratory has, therefore, contributed to the advancement of all branches of the gas business including production, transmission, distribution, utilization and sales.

Improvements in Appliance Construction

In appliance construction alone the Laboratory's approval program has been responsible for numerous outstanding improvements. By research, by approval testing, by the dissemination of information, and by manufacturer's perfections in design instigated by the Laboratory's program, has this elevation of the general level of appliance design been effected. Chart 4, illustrating the growth of this contribution, vividly demonstrates the progress made by the Laboratory in its first decade of service to the gas industry.

In organization and physical facilities, the Testing Laboratory has, of course, grown to keep pace with the increasing volume of work and responsibilities it has accepted. When operations were begun on June 1, 1925, a large part of the testing equipment required was donated by manufacturer member companies of the Association and space was donated by The East Ohio Gas Co. at its No. 2 Plant in Cleveland. By 1927 the demands of the industry had taxed the facilities of the Laboratory to the limit. Consequently, arrangements were made for the purchase of property and the erection of a modern laboratory building. In July, 1928, the new structure was completed and operations transferred to it. Quickly it became known as the most complete and best equipped domestic gas appliance research and testing institution in the world.

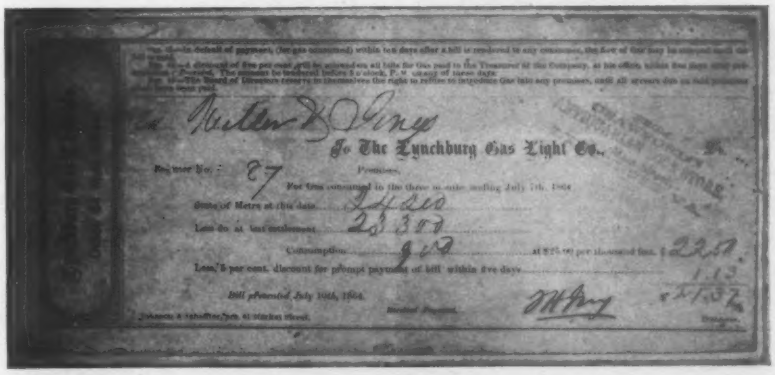
By 1930 plans for further expansion were made in view of the needs of manufacturers on the Pacific Coast which had mounted to the extent that a branch Laboratory in Los Angeles was warranted. In 1930, therefore, the Pacific Coast Branch of the American Gas Association Testing Laboratory opened in a building leased at 718 Towne Avenue, Los Angeles. In the main, the equipment of the Cleveland Laboratory was duplicated at the new California branch. To date, the two laboratories represent an investment of nearly one half million dollars. The staff of the Testing Laboratory is now comprised of 44 individuals, chiefly trained engineers, assisted by stenographers, bookkeepers, and men engaged in shipping, receiving and maintenance departments. In addition, 164 national authorities are included in the membership of the Approval Requirements Committee, its thirty-one subcommittees, and other groups working in cooperation with the Laboratory in the development and execution of the certification program.

The Executive Board of the American Gas Association, in conference at Atlantic City on May 31, 1935, the last day of the first decade of the Testing Laboratory's operations, officially concluded:

"The work of the American Gas Association Testing Laboratory to date represents an outstanding accomplishment and an important contribution to the industry and its consumers."

On this, its tenth birthday, the Laboratory merits congratulations and the best wishes of the industry it serves.

Old Gas Bill Shows High Rate



To The Lynchburg Gas Light Co.

Reproduction of a gas bill issued July 10, 1864, by the Lynchburg Gas Company, Lynchburg, Virginia, at which time the rate was $25.00 per thousand cubic feet. A comparison with the present rates of the company reveals the fact that the rates have been reduced by a ratio of almost 20 to 1 in the intervening years.

Flood Waters Lend Realism To Gas Poster

A DASH of exceptional realism was recently added to an outdoor poster advertisement of the Pacific Gas & Electric Company, San Francisco. As part of a promotional campaign, the company used posters throughout northern California to promote automatic hot-water heaters. The poster showed a man singing in his bathtub, and bore the slogan, "Hot Water and Plenty of It."

One poster was located just off the highway on the banks of the Feather River, which later became swollen during a storm. Water rose to a depth of several feet, and immersed part of the poster, thus giving the public the spectacle of the bathtub singer actually seated in swirling waters.

Cooperative Gas Advertising On the Pacific Coast

By A. C. Joy

Chairman, Cooperative Advertising Committee, Pacific Coast Gas Association
Manager, Publicity Department, Pacific Gas & Electric Co., San Francisco

TURNING points" are seldom recognized until long past. What later turned out to be a crucial event in the history of the Pacific Coast Gas Association certainly attracted little attention at the annual convention back in 1922.

This historical event was a talk, delivered by an advertising man. His subject was "Cooperative Load Building." He advocated a program which the gas industry did not put into effect until seven years later, but which has since been carried on continuously for six years.

Undoubtedly our cooperative advertising activity here on the Coast holds some kind of a record outside of our industry, and certainly it is the most consistent, far-reaching effort of its kind ever conducted *within* the industry.

At the end of 1935, no month will have passed in a succession of 66 months without the publication of advertising messages in leading Pacific Coast trade journals on "Gas, the Modern Fuel . . . ." messages jointly sponsored by leading gas companies from Seattle to San Diego.

But this trade journal advertising, comprising one of the largest industrial campaigns in the West, represents only part of our program.

In addition, we have advertised to domestic consumers via radio (Pacific Coast Network), *Sunset Magazine* (the only general magazine on the Pacific Coast), outdoor posters and direct mail. The latter division included a recipe booket, *Home Cookery with Gas,* compiled by domestic science departments of the various gas companies, and a quarterly magazine called *Easier Housekeeping,* distributed via radio and *Sunset Magazine* and at gas company and dealer displays.

During 1933 and '34, home consumer advertising by the Association was discontinued, but this year has been resumed in *Sunset Magazine.*

All of this cooperative activity is supplementary to local campaigns conducted by individual gas companies. Media are selected on the basis of economy and effectiveness for general state-wide or coast-wide coverage. Thus, a number of media are used which would not be economically available, because of widespread circulation, to local gas companies.

If, as experienced advertising specialists agree, good, sound advertising is that which "keeps everlastingly at it," hammering away upon a single idea—then our program certainly is technically sound.

All the advertising is based upon one theme, "Gas, the Modern Fuel." This was originally determined by the competitive situation, and a tendency to regard gas as "dirty" and old-fashioned. In the development of our plan, we feel that we have kept pace with the advancement in design and efficiency of gas appliances.

The salient advantages of gas (reasons why it is "the modern fuel") are iterated and reiterated: *"Quick, Clean, Dependable, Controllable, Economical."* In the 1935 series of trade

Mr. G. Allegretti "in person" demonstrates his ability as a batch mixer, at his gas-fired candy kettles, San Francisco.

"Get your Allegretti's chocolates and bonbons!" Between the acts and after the show, Chicago's theatre aisles and lobbies of the 1920 era echoed to this familiar call.

From the old Palmer House there flowed a continuous stream of Allegretti's famous candies for 25 years. Then they all but disappeared from the national market.

But 1927 found Mr. G. Allegretti back in business, this time in San Francisco, where the delicious flavor and quality always associated with this old and honored name, have brought ever-increasing sales.

Completely gas-equipped, the Allegretti San Francisco factory is as modern as its name is old. "Of course I use gas," says Mr. Allegretti. "No other fuel offers the same advantages of cleanliness, exact control, uniformity and low cost."

Ask your Gas Company about new gas-fired candy appliances and how they can save and make money for you

Gas
the modern industrial fuel

PACIFIC COAST GAS ASSOCIATION, INC.
(A non-profit service organization of which your Gas Company is a member)
447 SUTTER STREET, SAN FRANCISCO, CALIFORNIA

ONE and one-half years' operation of a small restaurant (her first experience) and Mrs. Rose Gray had to move to larger quarters!

The public acclaimed her "home-cooked meals," prepared in the manner preferred by housewives throughout the West . . . on a modern gas range.

Now Mrs. Gray's new Inn, on Wilshire Boulevard, Beverly Hills, is taxed to capacity every day, and an week-ends her staff is doubled.

Planning of menus and all cooking operations continues under the personal supervision of the proprietor, in a model kitchen, completely gas equipped.

Mrs. Gray attributes her success in no small measure to the use of modern, heat-controlled gas ranges, which facilitate meal preparation at low cost.

There are several reasons why the majority of the West's successful restaurants cook with gas, and why hundreds are modernizing with new gas-fired equipment. Investigate through your appliance dealer or gas company today.

Gas
the modern fuel

PACIFIC COAST GAS ASSOCIATION, INC.
(A non-profit service organization of which your Gas Company is a member)
447 Sutter Street San Francisco, California

BAY CITIES BUILDING
Santa Monica, California
Architects—WALKER & EISEN, Los Angeles
HEAT throughout in 30 minutes
QUICK
GAS is quick. Modern gas-fired equipment makes it possible to heat this entire 12-story building, of more than 150 rooms . . . from a "cold start" . . . in 30 minutes or less. • Gas is clean . . . an advantage reflected in lower maintenance costs. • Gas is dependable. "Bay Cities" tenants know the acme of comfort. • Gas is controllable. Automatic regulation, combined with a vacuum return system, assures quick, even heat in every office. • Gas is economical . . . to building owners, a fact of vital importance. • Manager C. R. Vaughn, of the Bay Cities Building, sums it up briefly: "Gas is supreme for building heating."
Architects, builders, heating contractors and owners are invited to review their plans with the Gas Company's Industrial Engineers. Technical counsel is offered without charge. Just 'phone your local Gas Company.
Gas
The modern fuel
PACIFIC COAST GAS ASSOCIATION, INC.
447 SUTTER STREET . . . SAN FRANCISCO
Two gas-fired steam boilers, with vacuum return system, supply quick, stainless heat and abundant hot water for this modern structure—the largest office building in Santa Monica Bay district.
IRON STEEDS GROOMED with Aid of GAS
Split seconds count when the Santa Fe "Chief" roars across the desert and hores into the night. Minutes soon become dollars when perishable freight races against time behind a leviathon of steel and steam. In fact, no train on the A. T. & S. F. must be unnecessarily delayed. Continuous maintenance of power is the duty of F. B. Harmon, Superintendent, and M. F. Madden, Chief Engineer, in charge of the Santa Fe shops at San Bernardino, California. These modernized railroad shops have been almost completely converted to gas—from steam boiler plant to blacksmith shop, including at least 15 different heat operations. What is the record of gas? Let Santa Fe officials answer:
"More even heat distribution throughout the furnaces . . . reduced time in reaching desired temperatures . . . greatly increased cleanliness . . . a substantial saving in materials through absence of excess oxidation."
Whatever your heat requirements, Gas can meet them, and do a better job at lower cost. For proof, consult your Gas Company's Industrial Engineers. Their advisory service is offered without charge.
Pacific Coast Gas Association, Inc.
Gas

journal ads, as illustrated, these five principal points are dramatized by means of small marching figures.

Another factor which has never varied is the vehicle for delivering our messages; namely, photographs and testimonials based on actual installations. A separate series of advertisements is prepared for each industrial classification, and each advertisement is devoted to one installation. The only exceptions to this routine are certain "general ads" for use in several classifications, which are used to fill in the schedule and hold down production costs.

Participating gas companies cooperate by supplying photographs and information as important new "jobs" are installed.

Our plan naturally involves high advertisement production costs, in proportion to the cost of space. We are convinced, however, that the added expense of preparing special ads for each field is more than offset by their greater effectiveness.

Reprints of the advertisements are furnished on request to the individual gas companies for distribution to customers and "prospects."

Although some of the member gas companies have advertising agencies and some place their own advertising "direct," our cooperative campaign is prepared by an experienced agency; in fact, the same man has handled our "Association account" since its inception.

We consider our publicity department or "Technical News Service" one of the most valuable features of the cooperative plan. A technical writer is employed by the month to prepare accurate, interesting news and feature articles for the trade journals. By close cooperation with the editors and a sincere effort to supply them with material of real interest and value to their subscribers, he has gained their confidence and support, with the result that we secure publication of an average of 150 articles each year.

One distinctive portion of the advertising is directed to plumbers and other appliance dealers. In dealer trade magazines, we feature well-known plumbing and retail firms that have made an outstanding record in merchandising gas appliances, as good cooperators with the gas companies.

These advertisements have a dual effect: They greatly please those dealers selected for publicity, and they inspire other dealers to emulate the successful methods described.

Results? Yes, this advertising has brought results, although it is easier to demonstrate the "pulling power" of home consumer than industrial advertising. During the life of our cooperative radio campaign (a day-time period in a special woman's feature program) we received nearly 20,000 letters from listeners. Surveys of appliance sales in typical areas showed an impressively higher percentage in radio homes. Magazine coupons in large numbers were received.

The industrial advertising is necessarily more of the educational or reminder type, but any sales-minded gas man in the West would testify that our consistent six-year effort has paved the way for quicker, easier, cheaper personal selling.

This cooperative advertising, paralleling the rapid development of natural gas in California, unquestionably has played an important part in making gas *acceptable* to home and industry as "The modern fuel." The prejudice that existed six years ago has all but disappeared. Yet we are still plugging away with our cooperative load-building plan, to keep present users sold on gas and to create new prospects for gas appliance dealers and salesmen.

In conclusion, here are a few lessons we have learned from our experience, in the form of "don'ts" or rules that have a bearing upon the success of cooperative gas advertising:

1) Avoid too rapid expansion of the campaign. Do not force large increases in the appropriation in order to add additional media, for there is almost certain to be a "reaction" in the form of drastic cuts later on. Rather, obtain agreement upon a moderate assessment per meter and increase the amount gradually, depending on business conditions and results.
2) Centralize control. The more "bosses" involved in a cooperative effort, the less likely is it to succeed. Our advertising is controlled by a small committee within the Publicity and Advertising Section of the Association, and details and financial matters are handled by the managing director of the Association. Our advertising agency reports directly to the chairman of the committee and the managing director. These officers are empowered to decide routine matters without calling a committee meeting. The chairman of the Publicity and Advertising Section sits in on general or policy meetings, held two or three times a year.
3) Build up a small cash reserve each year. Underspend, rather than overspend the budget.
4) Keep all those interested informed, by means of bulletins, proofs, letters, exhibits, etc., of what is being done.
5) Put time and effort into the industrial and commercial "copy." It is easier, of course, to prepare "general" ads than to dig up information on actual installations and testimonials. The latter, however, make ads so much more effective that they are noticed and remembered. Executives who approve appropriations are more willing to back advertising, the greater effectiveness of which is so readily apparent.
6) Stick to pre-determined fields. Cooperative advertising, as a rule, is best suited to certain media and objectives. As a yardstick, use this question:

"Which would be more efficient and economical for the purpose, individual or cooperative advertising?"

We feel it is largely by adherence to these six rules that we have been able to win and hold the support of utility executives here on the Coast, and to make our cooperative advertising felt as a constructive force throughout the entire gas industry of the West, without a "break," every single month for six years.

Dr. Arthur D. Little, Noted Chemist, Dies

DR. ARTHUR D. LITTLE, one of the nation's foremost chemists, founder of the Cambridge testing laboratory of Arthur D. Little, Inc., and long a friend and student of the gas industry, died August 1 at Northeast Harbor, Maine. He was 71 years old.

Dr. Little, to whom was awarded the Perkin medal in 1931 as the "American chemist who has most distinguished himself in field of applied chemistry," had made a specialty of many subjects, including gas and petroleum. In 1928, Dr. Little made a notable address at the annual convention of the American Gas Association in Atlantic City, N. J., entitled, "Research—and A Greater Gas Industry." Out of that address grew a study relating to the alteration of the composition of manufactured gas and the possibility of producing new and valuable by-products. A special committee of the Technical Section was appointed under the chairmanship of J. A. Perry, of The United Gas Improvement Company, Philadelphia, and important reports were made which came to be known as the Perry-Little research.

Dr. Little had received nearly every honor open to chemists. He was the only American chemist ever to be elected president of the British Society of Chemical Industry. He also had been president of the American Chemical Society and the American Institute of Chemical Engineers.

He was born in Boston on December 15, 1863. He practiced chemical engineering in Boston in 1886 and became president of Arthur D. Little, Inc., in 1909. He was president of the Alumni Association of Massachusetts Institute of Technology in 1921-22 and was made a life member of the Corporation of that institution in 1923. His conception and initiation of the School of Chemical Engineering Practice at Massachusetts Institute of Technology based on the "unit-operations" plan is considered outstanding and has found general acceptance.

Among other contributions of Dr. Little's laboratory are important processes connected with the production of alcohols, esters, and other compounds from waste gases of oil refineries.

Dr. Little was a member of the American Gas Association, American Chemical Society, American Institute of Chemical Engineers, Society of Chemical Industry (London), Chemical Society (London), Société Industrielle (New York Section), American Electric-chemical Society, American Petroleum Institute, Institution of Petroleum Technologists (London), The Institute of Fuel (London), American Society of Mechanical Engineers, American Institute of Mining and Metallurgical Engineers, American Association for the Advancement of Science, American Academy of Arts and Sciences, The Franklin Institute, Royal Society of Arts.

In 1918 the University of Pittsburgh conferred upon him the honorary degree of Doctor of Chemistry. In 1929 the Honorary Associateship of the College of Technology, Manchester (England), was conferred upon him, and the University of Manchester made him honorary Doctor of Science. Corresponding degrees were conferred upon him by Tufts College in 1930 and by Columbia University in 1931.

Hobnobbing on the Coast

Major Alexander Forward, managing director of the Association, borrowed a gas maker's traditional headgear to wear when he posed for a picture at the works of the Portland Gas & Coke Company, Portland, Ore., during his recent visit to the Pacific Coast. With Major Forward are Hilmar Papst, vice-president and general manager of the company, and E. L. Hall, operating manager

Safety Code for Pressure Piping Approved for National Use

SEVEN years of intensive work by a committee composed of representatives of forty national organizations has culminated in the approval of a nationally applicable safety code for pressure piping by the American Standards Association. The code, which was sponsored by the American Society of Mechanical Engineers, has been approved as American Tentative Standard.

The need for a general safety code for pressure piping which would correlate regulations for the design, installation, and test of piping systems with suitable dimensional standards and materials specifications was realized as far back as the early 1920's when discussions at meetings of the Sectional Committee on Pipe Flanges and Fittings of the American Standards Association indicated the desirability of such a code. Efforts of several local organizations to draft safety codes for pressure piping for their respective communities also pointed to the necessity for national uniformity of regulations.

Minimum Safety Standard

The Code for Pressure Piping represents a standard of minimum safety requirements for: (1) the selection of suitable materials and reference to standard specifications by which they may be secured, (2) the designation of proper dimensional standards for the elements comprising piping systems, (3) the design of the component parts as well as the assembled unit including necessary supports, (4) the erection of these systems, and (5) the test of the elements before erection and of the completed systems after erection. It is intended to set minimum safety requirements expressed in language which is intelligible to all who design, manufacture, and erect piping systems. While in most cases the requirements are mandatory, design recommendations have been included where they will be of assistance in securing safe piping systems.

The principal purpose of the code is to serve as a guide to state and municipal authorities in the drafting of their regulations and it may be adopted by them in whole or in part. However, in such cases, the code is not to be made retroactive, or construed as applying to piping systems erected before, or under erection at the time of its approval by the American Standards Association. The code will serve also as a standard of reference for minimum safety requirements by equipment manufacturers, architects, engineers, erectors, and others concerned with pressure piping.

A. G. A. Participation

The American Gas Association is represented on the sectional committee by F. A. Lydecker, general superintendent of gas distribution, Public Service Electric & Gas Company, Newark, N. J., and H. C. Cooper, president, Hope Natural Gas Company, Pittsburgh, Pa., who participated in drafting the code. Serving on the committee as members at large are two other members of the Association: O. S. Hagerman, assistant engineer, American Light and Traction Company, Chicago, Ill., and J. S. Haug, consulting gas engineer, the United Engineers and Constructors, Inc., Philadelphia, Pa.

Among the principal groups represented on the committee are: national engineering societies; numerous trade associations; several bureaus of the federal government, including those of the Navy Department and the Steamboat Inspection Service; safety engineers; inspection agencies; insurance underwriters; U. S. Department of Labor; building and ship-owners' associations; steel, cast-iron, and brass manufacturers; gas, oil, electric and water-supply interests; consulting engineers and independent experts.

The sections which have been prepared and included in the first edition of the code, are as follows:

Section 1 Power Piping Systems
Section 2 Gas and Air Piping Systems
Section 3 Oil Piping Systems
Section 4 District Heating Piping Systems
Section 5 Fabrication Details
  Chapter 1 Pipe Hangers, Supports, Anchors, Sway Bracings, and Vibration Dampeners
  Chapter 2 Pipe Joints Other Than Welded
  Chapter 3 Welding of Pipe Joints
  Chapter 4 Expansion and Flexibility Properties for Piping
Section 6 Materials—Their Specifications and Identification

In general the code is applicable only to the piping systems which are covered by it and which are to be operated at any service pressure or temperatures up to and including the maximum limits specified for the materials employed. Except in the case of Section 3 on Oil Piping Systems where temperatures are permitted as high as 1100° F. in some specific cases, the maximum limiting temperature specified throughout the code is 750° F.

However, materials conforming to material specifications, or products in accordance with American Standards mentioned in the code and which are permitted to be used at any temperature up to and including 750° F., may be used at higher temperatures, provided allowable stresses or ratings for temperatures in excess of 750° F. are given either in these specifications, the American Standards, or in a relative section of the code.

Exceptions to General Application

Sanction is also given for the use of materials or products at lower temperatures with pressures higher than their primary service ratings given in their relative specifications or American Standards mentioned in the code, provided the particular specification or American Standard contains an approved table of adjusted pressure-temperature ratings for that purpose.

Certain materials or products if used at elevated pressures and/or temperatures would constitute a hazard, and for that reason definite limiting pressures and temperatures are stated for the use of these materials or products in the various sections of the code.

Further exceptions to the general application of the code are in the cases of building steam or hot water heating systems or district heating distribution piping where in both instances the pressure under service conditions is not intended to be in excess of 15 lbs. per sq.in. gage.

The scope of Section 1, Power Piping Systems, includes the design, manufacture, test, and installation of the piping and its component parts to be found generally in steam generating plants, central heating plants, and industrial plants. It is intended to include all steam, water, and oil piping (but not including oil piping covered by Section 3 of the code) within or forming a part of these plants except as follows: (1) building heating piping, whether steam or hot water, when the pressure does not exceed 15 lb. gage; (2) central and district heating steam or hot water distribution piping away from the plant; and (3) gas, air, and refrigerating piping, roof and floor drains, plumbing, sprinkler systems, piping for hydraulic pressure tools or equipment, sewers, and industrial process piping for fluids not mentioned above.

Gas Piping

Section 2, Gas and Air Piping Systems, as in Section 1, pertains to the design, manufacture, installation, and tests of piping and its component parts in systems intended for conveying air, or fuel gas and illuminating gas. This section includes also the piping for city gas distribution systems, cross-country transportation systems, piping in gas manufacturing plants, in gas or air compressing stations, and in processing plants. To avoid misunderstanding, a list of the six types of piping which are not included within this scope is given below: (1) Air piping under pressures 30 lbs. per sq.in. and below; (2) pipe connections which are part of equipment or apparatus; (3) piping lined with refractory material for conveying hot gases; (4) piping used for conveying refinery process gas in oil refineries and for sewer gas and ducts for waste gases and ventilating; (5) casing, tubing, and pipe used in gas or oil wells and natural gas field gathering systems outside the boundaries of cities or villages; and (6) domestic gas piping systems.

The piping systems considered in this section are grouped into two principal divisions because of the difference in hazard involved. One division pertains to gas and air piping systems constructed within the boundaries of cities and villages and in power, industrial and gas manufacturing plants wherever located. The other division includes gas and air piping in cross-country transportation systems and compressing stations, and other gas and air piping systems constructed outside the boundaries of cities and villages.

Oil Systems

In general, Section 3, Oil Piping Systems, relates to the minimum safety requirements pertaining to piping systems used in the production, transmission, and refining of petroleum. These requirements apply only to oil piping, refinery gas piping, and piping for gasoline recovery plants. They do not apply to other piping used in connection with oil piping systems such as steam lines, other gas or air piping, etc., which are covered by other sections of the code.

Section 4, District Heating Piping Systems, deals with such minimum safety requirements as are specified by the code for the design, manufacture, test and installation of the piping and its component parts underground or elsewhere for the distribution of steam or hot water outside of buildings and in excess of 15 lb. gage. This section does not apply to the equipment, apparatus, or pipe connections which are part of apparatus, nor does it apply to low pressure heating piping within buildings. Piping in the district heating or central heating generating plants is covered by Section 1 of the code.

Section 5, Fabrication Details, is divided into four chapters. Chapter 1 deals with the fabrication details concerning pipe hangers, supports, anchors, sway bracings, and vibration dampeners with regard to minimum safety requirements. Detailed engineering design of the various forms of piping supports, etc., is not dealt with since this is a problem to be handled by the staff in charge of the work. The code does specify, however, the minimum safety features for dimensions and the materials to be used in constructing this part of the equipment.

Chapter 2 is concerned with the minimum safety requirements for the features pertaining to the fabrication of all pipe joints other than welded. This chapter as well as the other chapters of this section applies to all the sections of the code with due regard to the particular service pressures and temperatures of the installation in question.

The chapter on welding (Chapter 3) applies only to the mandatory minimum safety requirements for the welding of pipe joints. It includes the preparation for welding and the testing of welded pipe joints when the joint is to be formed by (1) pipe end to end; (2) pipe branches; (3) pipe to flanges, fittings and valves; and (4) pipe, valve, or fitting, etc. (not part of apparatus) to other equipment. It also deals with welding definitions and classification, and with the testing of welding operators as to their qualifications to perform proper and safe resulting work.

Chapter 4, Expansion and Flexibility, provides sufficient information for the necessary calculations and allows for the thermal expansion set up in the usual materials commonly found in the piping systems covered by the code. It also provides for proper flexibility of the fabricated system.

Material Specifications

Section 6, Materials—Their Specifications and Identification, provides a listing of the standard material specifications and dimensional standards which comply with the minimum mandatory requirements of the piping systems covered by the code. All material used in connection with the code shall be capable of meeting the physical and chemical properties set forth in a specification relating thereto and as included in the listing. The list is conveniently arranged in alphabetical order and gives in addition to the standard specification reference numbers, the numbers of the several sections of the code to which the various materials are applicable.

The identification system added as an appendix to Section 6 is based upon and includes all provisions of the

Standard Practice developed by the Manufacturers Standardization Society of the Valve and Fittings Industry known as "MSS Product Marking System SP-25." This standard practice was adopted by the manufacturers July 6, 1934, to be effective July 1, 1935. Its purpose is to eliminate reasonable excuse for misunderstanding of the general classes of service for which pipe fittings and valves are normally recommended by the individual manufacturers.

The committee welcomes an opportunity to explain in further detail any of the provisions of the code and promises full consideration to suggestions for changes and additions.

Copies of the code are available from the American Society of Mechanical Engineers, 29 West 39th Street, New York City, at $1.00 per copy.

Americans Named To Participate in International Gas Congress

N. T. Sellman

THREE Americans have been named to committees of the International Gas Union to participate in studies of various gas problems and to report at the next International Gas Congress to be held in Paris, beginning Monday, June 14, 1937. The appointments are: H. Vittinghoff, consulting engineer of Stone & Webster Engineering Corp., New York, to the Committee on Coordination of Methods of Testing and Guaranteeing Gas Making Plants, sponsored by the German Association; R. M. Conner, director, A. G. A. Testing Laboratory, to the Committee on the Coordination of Methods of Testing Gas Appliances, sponsored by the French Association; and Nils T. Sellman, assistant vice-president, Consolidated Gas Company of New York, to the Committee on Study of Interior Gas Installations, sponsored by the Swiss Association. The first meeting of the committees will be held in Brussels, Belgium, October 14, 1935.

Plans for the international congress were discussed at a recent meeting in Paris of the council of the International Gas Union with A. Baril, president of the Union. Clifford E. Paige, president of the Brooklyn Union Gas Company, as a vice-president of the Union, is a member of the council. In accordance with the Union's by-laws requiring that arrangements for each congress be handled by the national organization to which the president belongs, all business in connection with the forthcoming meeting will devolve upon the French Gas Association whose annual convention will be held concurrently.

Among the new subjects to be included on the agenda is an exhaustive study of the effects of electrolysis on gas piping. This study, which also includes maintenance of gas mains, was assigned to The Institution of Gas Engineers, Great Britain. The problem of materials for pipe manufacture, including the latest tests on cement piping, will be handled by the Italian Association. A qualified authority from Great Britain, where 85 per cent of public lighting is done by gas, will be invited to discuss gas flood lighting.

M. Keclik, of the Czechoslovakian Gas Association, read a report to the council on gas rates. It was decided to appoint a committee composed of a representative of each national gas association to study this subject. This committee will also meet in October. Honorary President Fritz Escher, of Zurich, Switzerland, has accepted the chairmanship of this committee.

Other business transacted included ratification of various measures enacted at the preceding meeting and welcoming the following new members appointed to the council: Dr. R. Nübling, Germany; Marcel Lebon, France; Dr. F. Van Oostrom Meyjes, The Netherlands; W. Tobler, Switzerland; and Dr. Mil. Havelka, Czechoslovakia.

McCarter Medals Awarded

IN recognition of his heroism in connection with saving the life of S. C. Cuddy and others overcome by gas, Claude A. Perdue, assistant street foreman, for the Roanoke Gas Light Company, Roanoke, Va., was awarded two medals, one a McCarter medal and the other a medal presented by the Liberty Mutual Insurance Company.

The McCarter medal and certificate, awarded for the successful application of the prone pressure method of resuscitation, was presented at an employees' meeting, July 16, by City Manager W. P. Hunter following an address in which W. J. McCorkindale, company manager, reviewed the accomplishment of Mr. Perdue and those who assisted him during the life-saving work.

Mr. Perdue, entered a gas-filled chamber at the plant on January 2, at the risk of his own life, to rescue Cuddy and three other men who had been trapped. Although overcome in his rescue work, Mr. Perdue took charge of the resuscitation work on the four victims and saw that the Schafer prone pressure method was properly used. As a result of his quick action disaster was averted.

For the second time, Raymond O. Evans, employee of The Laclede Gas Light Company, St. Louis, Mo., has been cited for distinguished service in life saving. This time Mr. Evans received the McCarter bar and certificate to add to the medal which he was previously awarded. The presentation was made August 16 by John J. Barada, director of safety for the company.

N. Y. Awards

Eleven employees of the Consolidated Gas Company of New York were presented with McCarter medals and certificates during July and August. Those who were recognized for their outstanding achievements in the saving of human lives are: Harold J. Walsh, John M. Werner, Joseph B. Brady, Andrew P. Harrison, Charles Handel, Henry Davis, John Cordova, Hiram C. Pinckney, Patrick J. Fitzgerald, and Ludwig H. Giltman.

The presentations were made at safety meetings by Oscar H. Fogg, executive vice-president, and W. Cullen Morris, vice-president and chief engineer. McCarter awards are made for the successful application of Schafer prone pressure method of resuscitation. They were made possible by the generosity of Thomas N. McCarter, president of the Public Service Electric and Gas Company, Newark, N. J.

Editors Against Government in Business

What about the government going into the power business?

Is the public for or against it?

This is one of the questions which the National Industrial Conference Board recently decided to get the low-down on. The board is an impartial fact-finding group.

This group asked each newspaper editor in the United States to report the sentiment in his community—not his personal opinion—toward certain subjects. More than 5,000 editors replied, a fair cross-section of public opinion. Here are some of the results:

Does your community favor the government going into the power business?

No, the editors replied, 27 to 1.

Does your community want the government to take over the banks?

No, by 3 to 2.

Sentiment recorded against government management of private business was 18 to 1; against government regulation of business profits, other than public utilities, 3 to 1; against federal control of production, 8 to 1, and against federal price fixing, 5 to 1.—O. K. News.

How Oklahoma Natural Won Its Franchise Renewal

By MILDRED R. CLARK

Home Service Supervisor, Oklahoma Natural Gas Co., Oklahoma City, Okla.

IN an election marked by the lightest voting upon an important question, the Oklahoma Natural Gas Company was given a renewal of its 25-year franchise in Oklahoma City by a majority of 2,242 votes.

The defeat of the franchise in 1931, when issues of this type were being refused everywhere, as well as at a time when public utilities were attacked on every hand, was a challenge to the organization to prove itself and its right to do business in Oklahoma City. Since that time the company has done everything within its power to give one hundred per cent service. Directors, as well as the entire management, are now all Oklahomans, this having been one of the criticisms directed at the company in 1931.

The company has been through many serious situations for the past four years, which culminated in an attempt by members of the city council to call a $4,000,000 bond issue for a municipal gas plant in August, 1934. This was preceded by a three months' investigation of the physical properties and finances of the company in Oklahoma City by a special committee. Insufficient interest on the part of local newspapers and the citizenry other than a small opposing group brought about the failure of the municipal gas plant proposal.

Franchise Includes Tax

In February, the city council invited the company to submit a 25-year franchise and after several meetings between company officials and city representatives, the terms of the franchise were agreed upon and the election date set for June 28. On May 30, the State legislature passed a bill authorizing municipalities to collect a tax not to exceed two per cent of the residential and commercial gross revenues of gas and electric companies operating without a franchise. While there was some question of the validity of this law, the company's franchise included the payment of two per cent on its residential and commercial gross. The franchise also gives the city the right to purchase the distribution plant at the end of every five-year period during the life of the franchise. This can be done by the city's accepting a valuation of the plant developed and approved by a Board of Appraisers.

Press Remains Neutral

Editorially the large daily newspapers maintained a neutral policy on the issue. News items carried by the daily newspapers commended the quality of service rendered by the company and the high spot of contention was that as soon as a franchise was obtained rates would be raised. The only answer given to this issue was by spot announcements on the radio stating that Oklahoma City enjoyed the lowest natural gas rate of any city in the United States with a population over 100,000, and that a few of the smaller towns enjoyed a lower rate, while a large number of small cities were charged a higher rate.

Personalities in the local management were unquestionably influential, in that their business and civic conditions were such as to inspire the confidence and respect of the public generally. The absence of a large and political organization was an outstanding achievement in the winning of the election. This attitude on the part of the company made it possible for the citizens to vote a franchise on the basis of quality of service rendered and low rates charged by the company.

In the latter part of 1933, the company selected as one of the members of the board of directors a retired business man who had resided in Oklahoma City for thirty-five years. He later became vice-president in charge of public relations for the western division, including Oklahoma City. Through his efforts company policies, procedures and needs were so interpreted as to inspire the business and professional men of Oklahoma City to unite in an effort to aid the company in obtaining the franchise.

For a year previous to the date of the franchise, an educational and institutional program was carried on through the medium of advertising in the newspapers and work on the part of the employee personnel. The educational and good will activities of the home service department were measureably increased each year after the opening of the department in 1931. This included classes in the use of new appliances, demonstrations to increase the sale of appliances for dealers, cooperative activities with local newspapers, and the fostering of a friendly attitude to the company through use of a club room. In the thirteen days immediately preceding the election, four home service girls started a concentrated program of home calls, averaging 60 calls per day, with a total of 875 calls made during the period. No particular attempt was made to determine the voters' attitude except when the question was presented by the customer, then facts pertinent to the coming election were presented. These calls were made following the sales of new appliances by dealers, special requests from customers or dealers and survey calls. The purpose of these calls was merely to sell Oklahoma Natural and to continue to render a service which is daily receiving increased appreciation and recognition from the public.

Employee-Friend Plan

Replacing the usual political campaign carried on outside the company organization was the employee-friend plan which was the only organization set up. Twelve teams from the company personnel were formed as working groups. Each employee was responsible for contacting his or her friends and turning in duplicate cards as the contacts were formed and information obtained as to their favor-

able attitude toward the franchise. Every effort was made to contact as many as possible preceding and during the registration period, to have every favorable voter properly registered. As the cards were turned in a third card was made setting up the votes by ward and precinct so that a determined number of favorable votes was known in each precinct throughout the city. Totals were made every third day in order to determine the number of favorable votes to be anticipated. An office organization of only four people was adequate to carry out the detail work involved in caring for the 13,000 cards turned in during the twenty-day period devoted to the franchise election. Fifty per cent of the favorable cards set up were cast as favorable votes at the election. A similar organization was set up consisting of the wives of company employees. Efforts of the other utilities and stockholders of the company were most influential in getting out the vote on election day. Significant in the election was the approval of the local labor organization toward the franchise and the efforts of the organization officials to get their members to the polls.

Advertising Negligible

The only mailing pieces used in the campaign were "Vote Yes" cards sent to all the favorable vote cards bearing the personal signature of the person who had contacted them, and a special home service recipe sheet which included a recipe for "continued gas service in Oklahoma City" sent to a select group of previously contacted customers.

With the exception of advertisements appearing in the evening papers the day before the election and in the morning papers on the day of the election, the franchise was not mentioned in any advertising done by the company during the pre-election days. The balance of the advertising program consisted of information concerning the company's service and sources of supply.

Each employee was assigned one precinct to be responsible for on election day to give reports of the voting throughout the day. Within one hour after the closing of the polls, the results of the election were reported to the local office by the employee organization.

The final vote on election day was undoubtedly greatly influenced by the stamp of disapproval of any municipally owned gas plant in so far as the vote of the business and thinking people of the city was concerned. The granting of the franchise in the capital and largest city of Oklahoma is an approval of utilities in Oklahoma, and a definite refusal of municipal ownership.

Business men and customers seemed to rejoice over the victory as hundreds of calls were received congratulating the company upon its new contract to continue to do business in Oklahoma City.

World Power Conference

A JOINT resolution authorizing the President to extend an invitation to the World Power Conference to hold the Third World Power Conference in the United States in 1936 or 1937 has been favorably reported to the House by the Committee on Foreign Affairs.

The conference is a permanent international organization with offices in London. It operates through national committees which have been set up in some 45 countries, including all nations having any significant industrial development.

First gas street lamps were used in Paris in 1820.

Detroit Model Home To Demonstrate Gas Superiority

William G. Woolfolk, president, Detroit City Gas Company, turning the first sod for the Detroit City Gas Company Model Home. From left to right: *John W. Batten, vice-president and assistant general manager, Detroit City Gas Company; Colonel Edward G. Heckel, manager, Detroit Better Housing Committee; Harvey Campbell, secretary of the Detroit Board of Commerce; William Woolfolk; Joseph P. Wolff, building commissioner, City of Detroit; Willis Hall, Detroit Board of Commerce; Wallace Reid, Reid Construction Company; Rayment Foley, state director, Federal Housing Administration; L. F. Rogers, associate director, Federal Housing Administration and Major Charles D. Kelly, executive assistant, Federal Housing Commission*

IN keeping with the better housing movement throughout the country, the Detroit City Gas Company recently began construction of a model gas home in the northwest section of Detroit. The home is designed to demonstrate the superiority of gas in its many applications for domestic use. It will conform to the specifications set up by the Federal Housing Administration—a home which will appeal to the average man, adequate to meet his requirements for comfortable, convenient housing for his family. Virtually all appliances in the model home will use gas fuel, including gas-fired furnace, range, refrigerator, water heater, incinerator, ironer, clothes drier.

Chicago's "Picture Man" Creates Good Will With Gadget Plans

By WINFIELD FOSTER
The Peoples Gas Light and Coke Company, Chicago, Illinois

WHEN Chicago's post office received a post card addressed to "Picture Man," the term might have meant any one of thousands of artists, photographers or moving picture theater owners in the city. But the man in the green eyeshade and black sleeve-protectors knew who it was for, so he tossed it into the mail bag reserved for The Peoples Gas Light and Coke Company.

He had already become accustomed to tossing mail in that direction. In fact he knew that "The Picture Man" at the gas company received a goodly share every day, with a peak load for one day last spring of about 200 cards and letters. This has been going on for about a year and a half, and while the cards and letters, so addressed, have been coming from all parts of the city, it is apparent that enough have come through the post office to familiarize the clerks with the Picture Man's whereabouts.

"Gas Gazette" Popular

The Picture Man is Ray Fenton, assistant superintendent of advertising for the Peoples Company, who took over the editorship of the Peoples Gas Gazette about a year and a half ago. The little publication, now in its sixteenth year, is enclosed with monthly gas bills sent to approximately 800,000 customers. Soon after becoming editor, Mr. Fenton began looking about for some feature that would be attractive to a great number of people. Because of widespread response to "hints" for basement mechanics already published, the editor hit upon the idea of instituting a new department for "gadget makers" in his magazine, and he chose the title "The Picture Man," as a means of personalizing this feature.

Beginning in July, 1933, the campaign to sell gas for home heating in Chicago and suburbs, which the Peoples Company undertook in cooperation with the two gas utilities supplying Chicago suburbs, had resulted in a tremendous increase in the number of the companies' gas heating customers.

Tuning in with this campaign, the Gas Gazette had emphasized the idea of using the basement for recreation, after gas heat had eliminated the coal bin and cleaned up the basement. The offer to supply plans for making work benches, furniture, basement games, and other simple articles designed to increase interest in the home, met with an immediate response.

To date, some 80,000 mimeographed instruction sheets have been sent out free to customers. The plans are worked out in the Picture Man's own workshop and produced in the company's mimeograph department. The cost of the new service is little more than postage and stationery.

Recently a new series was added to the already popular gadget plans. Both children and adults are invited to send for free lessons in art. These lessons teach simple arts through the attractive process of making useful things. Despite the fact that warm weather chases many readers to the great outdoors, the mail requests for gadgets and art lessons average about fifty per day. This indicates, to some extent, that cool basements, and in some cases air-conditioned homes also provide a refuge from summer heat, and that spare time occupations in some homes continue throughout the year.

It is estimated that in fall and winter, when Chicago's families are searching about for things to keep them busy indoors, the daily requests for free plans for the home tinker will run well over 100. In addition to the mail requests, dozens of men, women and children drop into the Picture Man's office to look over the array of lesson sheets for themselves and take their selection home with them.

Entirely apart from the tangible commercial value of the Picture Man's activity, the number of real friends which it has made for the company is significant. Mr. Fenton has received hundreds of personal letters from his public, expressing appreciation and thanks for his suggestions and advice, and the Gas Gazette has gained a new field of reader acceptance which could probably not have been secured in any other way.

Affiliated Association Activities

Indiana Gas Association

THE board of directors of the Indiana Gas Association has decided that there will be no convention of the association this year. This decision was reached because the annual convention of the American Gas Association, to be held at Chicago, Oct. 14-17, will be convenient for members of the Indiana association to attend.

Pacific Coast Gas Association

PLANS for the 42nd annual convention of the Pacific Coast Gas Association to be held at Hotel Huntington, Pasadena, September 17-20, are now well advanced, with the committee in charge of convention arrangements completing the general planning.

The Nominating Committee of the Association will place the names of the following members in nomination to be voted upon at the convention: President—H. M. Crawford, Pacific Gas and Electric Co.; Vice-President—James F. Pollard, Seattle Gas Co.; Treasurer—D. G. Martin, Pacific Gas and Electric Co.; Directors—E. H. Coe, Central Arizona Light and Power Co.; E. L. Hall, Portland Gas and Coke Co.; A. E. Holloway, San Diego Consolidated Gas and Electric Co.; H. L. Masser, Los Angeles Gas and Electric Corp.

Empire State Gas and Electric Association

THE annual meeting of the Empire State Gas and Electric Association will be held at The Westchester Country Club, Rye, N. Y., on Friday and Saturday, October 4-5. Business sessions will occupy the two mornings, with golf and other recreation in the afternoons. There will be a dinner dance Friday evening.

The list of speakers on the program, in addition to the Association's president, Clifford E. Paige, will include Morse Dell-Plain, president, American Street Illuminating Company; Alvin E. Dodd, executive

Convention Calendar

SEPTEMBER

17-19 Pacific Coast Gas Association
Hotel Huntington, Pasadena, Calif.

23-25 American Transit Association
Ambassador Hotel, Atlantic City, N. J.

Sept. 28-Oct. 1 The British Commercial Gas Association—24th Annual General Meeting and Conference
Edinburgh, Scotland

OCTOBER

4- 5 Empire State Gas & Electric Association
Westchester Country Club, Rye, N. Y.

14-17 American Gas Association
Palmer House, Chicago, Ill.

14-18 National Association of Railroad and Utilities Commissioners
Nashville, Tenn.

14-18 Twenty-Fourth Annual Safety Congress
Louisville, Ky.

NOVEMBER

11-14 American Petroleum Institute
Biltmore Hotel, Los Angeles, Calif.

vice-president, American Management Association; Colonel Jackson A. Dykman, Cullen and Dykman, attorneys for several member companies; Merwin K. Hart, president, New York State Economic Council; Dr. Carl E. Ladd, dean, New York State College of Agriculture; T. K. Quinn, vice-president, General Electric Company, W. H. Carrier, Chairman of the Board, Carrier Engineering Corp., Newark, N. J., and Percy S. Young, president, American Gas Association.

Bureau of Mines To Conduct Natural Gas Research at Amarillo, Texas

Dr. Finch

PLANS for future activities of the research laboratory at the Amarillo, Texas, helium plant have been announced by John W. Finch, director of the Bureau of Mines, Department of the Interior. The laboratory staff, which in the past has been concerned largely with work relating to production and conservation of helium, will now direct its efforts toward studies of technical problems involved in production and utilization of petroleum and natural gas. The Amarillo laboratory is one of the best equipped in the country for research on properties of gases at low temperatures, and additional facilities will be provided for the petroleum studies now being initiated.

The Bureau of Mines has been conducting research studies dealing with oil and natural gas through its Petroleum Experiment Station at Bartlesville, Oklahoma, and field offices at Dallas, Texas, and San Francisco, California. These include engineering and chemical studies relating to production, transportation and refining of petroleum, natural gas and their products. Such work is being broadened with initiation of petroleum research at the Amarillo laboratory and the reopening of an experiment station at Laramie, Wyoming, which will deal with problems in refining and production in the Rocky Mountain area.

The Bureau's research relating to oil production includes studies of physical and thermal properties of petroleum mixtures that have influence on their flow through the producing sands and in wells, using specialized experience and technique developed in the research that has done so much to improve methods and reduce costs of extracting helium from natural gas.

Also the activities of the research group at Amarillo will include special studies of the causes and prevention of freezing in high-pressure natural gas pipe lines, often experienced at temperatures many degrees above the normal freezing point of water. This work will be closely correlated with investigations of flow of natural gas through pipe lines, which have been under way at Bartlesville.

The petroleum research activities at Amarillo, as well as the continued operation of the Government-owned helium plant and 50,000 acres of natural gas properties, will be under the general direction of R. A. Cattell, chief engineer of the Bureau's Petroleum and Natural Gas Division, headquartered in Washington, D. C. C. W. Seibel, supervising engineer of the helium plant, will be in administrative charge at Amarillo, and several petroleum technicians will be added to his staff to aid in the petroleum research centered there.

Germans Use Gas For Automobile Fuel

FOLLOWING its national policy of substituting domestic products wherever possible for imported materials, Germany is now experimenting with coke-oven gas as a motor fuel, according to a report from Consul Sydney B. Redecker, Frankfort-on-Main, made public by the United States Commerce Department's Chemical Division.

With the view to demonstrating the practicality of utilizing coke-oven gas as a motor fuel, the Ruhrgas, A. G., joint distributing subsidiary of Ruhr coke plants, recently sent a large omnibus from Essen to Konigsberg, in the extreme northeastern part of Germany, powered exclusively with gas from Ruhr coke ovens, according to the report. The trial was pronounced successful.

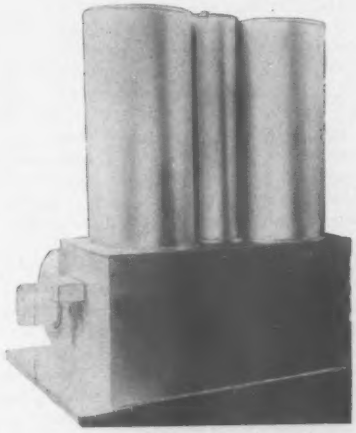
Gas for the trip was carried on a separate trailer in steel cylinders which were recharged en route at Hanover. The Hanover station which receives its gas supply by pipe line from Ruhr coke plants is said to be the only illuminating-gas motor tank station in the world.

A further development in the use of chemically produced gas as a substitute for gasoline, was the establishment a few months ago in the Ruhr district of the world's first gas-tank station for supplying motor-methane, which is produced by the Hibernia nitrogen plant at Herne, and by two other Ruhr companies.

The methane is recovered in these plants from coke-oven gas and stored in tanks under normal pressure. The gas is later compressed in high-pressure storage tanks which serve as filling stations for motor vehicles, making it unnecessary for the vehicles themselves to carry compressors, the report states.

It is reported that, after some months' operation, this methane gas tank station has given excellent service and that already 200 trucks in the Ruhr basin are using this new motor fuel. The number is increasing steadily, according to the Consul.

Activated Alumina Air Conditioning System



Lectrodryer activated alumina system. Gas-operated summer air conditioning system

ACTIVATED alumina, a material with high air adsorption qualities that is produced during the manufacture of aluminum, is the basis of a new summer air conditioning system manufactured by the Pittsburgh Lectrodryer Corporation and which uses gas during the process. The operation of this system is based on the direct dehydration method of air conditioning which is similar to that developed under the sponsorship of the Committee on Industrial Gas Research. Moisture in the air is extracted by the activated alumina and the small amount of necessary cooling is accomplished by any one of the conventional methods.

In practice, air is passed through beds of alumina and most of the moisture it contains is removed during this process. Several beds are supplied and, after the alumina in a particular bed has taken up all the moisture it will hold, gas heat is applied to drive off the accumulation. In the meantime the supply of air being treated is diverted to another bed.

The action of the machine is automatic and provides for a continuous flow of dehumidified air.

This unit is suitable for industrial and commercial drying as well as for summer air conditioning of the usual type. It is made in a number of different standard sizes, and special sizes can be built to meet unusual engineering conditions.—E. D. M.

ACCOUNTING SECTION

A. S. CORSON, Chairman H. W. HARTMAN, Secretary F. L. GRIFFITH, Vice-Chairman

Internal Audit Control—Materials and Supplies

By R. G. ROCKEFELLER

Consolidated Gas Company of New York
New York, N. Y.

MUCH has been written on the internal auditing of Cash, Accounts Receivable, Construction Expenditures, and accounts in general. It is desired to emphasize in this article the benefits to be derived in inaugurating an internal audit control of materials and supplies.

Materials and supplies constitute an important item in the balance sheet and, as such, require constant attention for effective control. Successful audit cannot be confined to inventory time when the value of the physical inventory is compared with the book value. Its accuracy and soundness should be continually under scrutiny.

An internal audit by the company's own auditing staff may detect many weak spots in the routine and procedure of handling materials and supplies and enable the company to arrest improper methods before much damage has been done. A resulting better control, and standardization of forms and records, together with decreased investment in materials and supplies, and minimizing losses due to obsolescence will result from giving continuous thought to this item.

To conduct an internal audit of materials and supplies, the staff auditor, in addition to the usual qualifications of being skilled in the science of accounts, and possessing tact and courtesy, should have additional knowledge of the kind and type of materials and supplies required by his company, and of the operation in which they are used.

It will be very helpful in conducting an internal audit if a written stores procedure is maintained as, aside from serving as a guide to those connected with the work and in the settling of questions regarding procedure and responsibility, it will provide the auditor with a medium of visualizing the stores system as a whole and facilitate review.

While no attempt has been made in this article to outline an audit program, which would have to be prepared to fit existing conditions, it has been endeavored to point out certain features of materials and supplies control that should not be overlooked.

As in all audits, the principle of internal check, which is that no one person should be in control of more than one important part of the system, should be uppermost in the mind of the auditor.

Some features deserving attention in connection with storeroom operation are set forth as follows:

Ordering

It should be ascertained that ordering is controlled and that supplies are ordered when a predetermined minimum supply is reached.

Purchasing and Receiving

Requests for materials should be properly signed. In companies where the purchasing department supplies a copy of the purchase order to the storekeeper, it should be ascertained that the materials are checked by the storekeeper against this copy. Many companies supply a complete copy of the purchase order rather than a copy omitting the quantities as it saves a great deal of time and annoyance in verifying differences between the quantities ordered and actually received.

A numerical control on purchase order changes should be in effect so that the storeroom is in a position to know whether it has received all changes.

When excess quantities are received and retained, a written authorization should be received from the purchasing department and copies should be forwarded to all parties receiving copies of the purchase order.

A standard form of claim application should be in use for cases where materials are returned either because they are damaged, do not meet requirements specified in the purchase order, or for short shipments. Claims should indicate the costs incurred in the way of handling and transportation, so that, when appropriate, these costs may be charged to the vendor.

Where it is company policy to have receipt vouchers issued for materials received, a special series of numbered receipt vouchers should be in use so that a numerical control can be maintained in posting to stores records and preparing outstanding lists of materials received for which no invoices have been received.

Storing

The auditor should take note that the storeroom is well designed and equipped for the handling of materials. Best results from any stores system cannot be obtained if slipshod methods are followed in the storeroom.

The following points should be observed:

1. Whether adequate space is provided for incoming materials prior to being checked and put away.
2. Whether adequate space is provided for outgoing materials prior to being delivered.
3. Whether a delivering window has been provided where necessary.
4. Whether employees, other than those connected with the storeroom, are permitted free access or to help themselves to materials required.
5. Whether bins and racks are plainly marked with a description of the materials they contain.
6. Whether any central index is maintained so that any person familiar with the general layout is able to locate any desired item.

Issues and Returns

1. Check signatures on requisitions to see that they are signed by someone in authority. Only certain persons authorized to do so should be permitted to obtain materials.
2. Requisitions should contain the signatures of the person who delivered the material from stores and the person receiving same.
3. Verification should be made that postings are entered on Bin Tags, if such are maintained.
4. Material credit tickets should indicate whether the materials returned are good or scrap.
5. Repossessed and second hand materials should be placed in stock at sound values.
6. If individual requisitions are priced, extended and footed, each operation should be checked. A test should be made of the accuracy of this work.
7. Verification should be made of the accuracy of tabulating and summarizing of material requisitions and of entries to the operating accounts charged or credited and the individual stores ledger accounts affected.

Stores Ledger

It has been said that the stores ledger is the pivotal point of a Material Control System. The success of a stores system depends largely upon the method of recording and controlling the receipts and issues. The auditor should therefore give ample time to review the practices underlying this record. The following points are worthy of attention:

1. Design of form to see that it is meeting the needs of the particular system in use.

2. Ascertain that no entries are made in the ledger without having written authority. No entries should be made with oral instructions only as the basis.

3. If possible, a numerical control of receipt vouchers, where it is company policy to use this form, should be maintained so that it is possible to know whether all receipt vouchers have been received from the storeroom.

4. A similar control as maintained under point No. 3 should be maintained for material requisitions and credits.

5. Review method of posting receipts and issues.

6. Review method of pricing issues and material credits.

7. Where amounts are shown, it should be ascertained that the stores ledger is in balance with its controlling account in the ledger.

8. Where quantity records are maintained both by the storeroom and a central stores division, a "monthly comparison of balances report" should be maintained and any difference ascertained and corrected.

Inventory

A physical inventory should be taken at least once a year for comparsion with the book value. Many companies have an actual count of materials taken by degrees or stagger plan, rather than at one time. This procedure has many advantages, among which are the following:

1. Storekeepers are more careful of their stock when it is subject to check without notice.

2. Differences between the stores ledger figures and the actual count can be traced more easily, and procedures instituted to prevent a recurrence of the cause.

Whether it is company policy to take the inventory at one time or by degrees, the field auditor's duty is to see that the method used is producing the necessary results.

The taking of inventory should be well planned in advance and instructions put in manual form. All changes in procedure should be approved and incorporated in the manual.

The field auditor should review the inventory manual and note the methods used in stock taking, pricing and tabulating.

The following points should receive attention in his program:

1. A test of the accuracy of transcribing from original tags or sheets.

2. Determine if all materials in the inventory are owned by the company.

3. A test of the accuracy of the prices used and of calculations and footings.

4. Investigate the amount of obsolete materials. This can be established as follows:
   a. Compare quantities in the present inventory with those shown in the preceding one.
   b. Examine the stores ledger accounts for inactive materials.

5. Verify that periodical write-downs of stock values have been made to reflect true values of shopworn or obsolete materials.

6. Ascertain that the book value has been adjusted with respect to items included in the inventory for which no invoices have been received.

7. Ascertain that the book value has been adjusted for invoices entered in the accounts for materials received subsequent to the inventory date.

8. The inventory adjustment should be analyzed to gauge the effectiveness of the system in use.

Report

As with other audits, the report should be rendered promptly upon completion of the work.

It should contain comments on the scope of the work covered and also of the items found incorrect.

The most important part of the report is the auditor's comments on the system in use, and as to whether or not the proper benefits are accruing from its use. Particular attention should be given to the following points:

1. Is the investment in materials and supplies down to the minimum requirement? In connection with this point it may be well to quote the rate of turnover compared with previous years.

2. Are losses being minimized due to obsolescence of stock?

3. Is it possible to obtain or determine the value of materials and supplies at any time from the underlying record?

Where the system is wanting in respect to yielding these benefits, the auditor should give the reason and his recommendation for correcting the condition.

Have No Regrets—Send Your Reservation Now

THE Accounting Section Luncheon Conferences were successful last year—and they will be even more successful this year. Plans have been made for four group conferences, including:

"Customer Accounting"
"Office Management"
"General Accounting"
"Customer Relations"

If you are inclined to be argumentative (and who isn't) you can't afford to miss the Customer Relations Luncheon. Every utility company should be represented at it. This conference deals directly and indirectly with all phases of operation. Satisfactory relations in all dealings with the public are vital. An exchange of ideas will surely help everyone.

Now just take a look at some of the pertinent problems to be discussed:

"Shall we continue the use of the word 'complaint'?"
"Training methods for better customer service."
"A 'sales slanted' educational program for all Employees."
"The use of the degree day method of interpreting customers' bills."
"Deposit policy problems."
"Courtesy credit cards."
"The value and use of Customers' bulletins."
"Should Customer Contacts be through one representative, or several. (Orders for service, credits, collections, complaints.)"

How's that for a bill of fare?

Be sure to watch for the time and place of the luncheon as announced at the convention.

Let's have a representative from every company prepared to discuss these and many other important phases of this all important problem. There is always something new on Customer Relations—and there's always something happening at the Luncheon Conferences.

Reservation blanks will be sent to all members of the Accounting Section well in advance of the Convention. Be sure you make yours.

"MAMMA—Why does that man eating a frankfurter look so sad and lonely?"
"HUSH, child, he forgot to send in his reservation for the ACCOUNTING SECTION LUNCHEON CONFERENCE *today and they don't let the Johnny-come-lates arrange for a table at the door."*

Yes, the poor fellow's plight is a sad one, but it won't ever happen to you.
BECAUSE
You are going to make your reservation TODAY.

COMMERCIAL SECTION

F. M. ROSENKRANS, Chairman | J. W. WEST, Jr., Secretary | C. E. BENNETT, Vice-Chairman

Eighteen Companies Win Awards in Domestic Gas Range Sales Contest

H. M. Brundage, Jr.

ANNOUNCEMENT has been made by the Awards Committee of the winning gas companies in the first national gas range sales contest sponsored by the American Gas Association which closed June 30. The contest, which was conducted by the Domestic Range Committee of the Commercial Section, produced record sales of gas ranges in many parts of the country.

In each of the six divisions, segregated according to size, there are three prize winning companies and seven companies receiving honorable mention. The awards are based upon the net dollar volume per 100 domestic meters of completely equipped A. G. A.-approved gas ranges which each company and its dealers sold during a two-months' period individually selected during the months of March, April, May and June.

Cash Awards to Salesmen

Each of the prize winning companies will receive a handsome certificate proclaiming the company's achievement, in addition to a substantial cash award for distribution to the ranking salesmen, whether company or dealer personnel, who contributed most to the success of the contest. Out of a total of $8,985 in cash prizes, gas company salesmen won $5,010, salesmen of cooperating dealers won $2,605, and the remaining $1,370 will be spent by winning companies in various ways for the benefit of both groups, probably in the form of prize trips, banquets, and other events.

More complete details regarding the results of the contest will be carried in the final issue of MGR MERCHANDISING which will be distributed shortly by H. M. Brundage, Jr., chairman of the Domestic Range Committee. In addition to giving the contest plans of winning companies, this issue will list the ranking salesmen in each of the participating companies who will receive a special gold "high score" lapel button to indicate his prowess as a gas range salesman during the 1935 contest.

The winning companies and those achieving honorable mention for each of the contest divisions are given below.

DIVISION I

(Companies with 100,000 or more domestic meters)

1st Prize Winner—Southern Counties Gas Co., Clyde H. Potter, Com. Mgr., Los Angeles, Calif.

2nd Prize Winner—Washington Gas Light Co., H. M. Brundage, Jr., Gen. Sales Mgr., Washington, D. C.

3rd Prize Winner—Union Gas & Electric Co., F. S. Dewey, Gen. Sales Mgr., Cincinnati, Ohio.

HONORABLE MENTION

Southern California Gas Co., Los Angeles, Calif.
The Laclede Gas Light Co., St. Louis, Mo.
The Philadelphia Gas Works Co., Philadelphia, Pa.
New York Power and Light Corp., Albany, N. Y.
Minneapolis Gas Light Co., Minneapolis, Minn.
Westchester Lighting Co., Mt. Vernon, N. Y.
Public Service Electric & Gas Co., Newark, N. J.

DIVISION II

(Companies with 50,000 to 100,000 domestic meters)

1st Prize Winner—Portland Gas & Coke Co., B. H. Parkinson, Com. Mgr., Portland, Ore.

2nd Prize Winner—United Gas System, Dean A. Strickland, Sales Mgr., Houston, Texas.

3rd Prize Winner—The Dayton Power & Light Co., K. C. Long, V. P., Dayton, Ohio.

HONORABLE MENTION

Western United Gas and Electric Co., Aurora, Ill.
Pennsylvania Power & Light Co., Allentown, Pa.
New Haven Gas Light Co., New Haven, Conn.
Dallas Gas Co., Dallas, Tex.
Kansas City Gas Co., Kansas City, Mo.
The Syracuse Lighting Co., Inc., Syracuse, N. Y.
Providence Gas Co., Providence, R. I.

DIVISION III

(Companies with 20,000 to 50,000 domestic meters)

1st Prize Winner—Memphis Power & Light Co., Robt. C. Anderson, Residential Sales Mgr., Memphis, Tenn.

2nd Prize Winner—Dominion Natural Gas Co., Ltd., Geo. L. Scofield, New Bus. Mgr., Buffalo, N. Y.

3rd Prize Winner—Consumers Power Co., H. H. Koelbel, Pontiac, Mich.

HONORABLE MENTION

Consolidated Electric & Gas Co., Roanoke Dist., Hagerstown, Md.
The Wichita Gas Co., Wichita, Kans.
North Shore Gas Co., Waukegan, Ill.
Delaware Power & Light Co., Wilmington, Del.
Consumers Power Co., Flint, Mich.
Atlanta Gas Light Co., Atlanta, Ga.
Seattle Gas Co., Seattle, Wash.

DIVISION IV

(Companies with 5,000 to 20,000 domestic meters)

1st Prize Winner—Iowa-Nebraska Light & Power Co. (Outside properties), Edward Taber, Mdse. Sales Director, Lincoln, Neb.

2nd Prize Winner—Peoples Natural Gas Co., Roy L. Harrison, Supt. of Distribution, Omaha, Neb.

3rd Prize Winner—Battle Creek Gas Co., Battle Creek, Mich.

HONORABLE MENTION

The Newport Gas Light Co., Newport, R. I.
The Hutchinson Gas Co., Hutchinson, Kan.
Peoples Gas Co., Glassboro, N. J.
South Carolina Power Co., Charleston, S. C.
Muskegon Gas Co., Muskegon, Mich.
County Gas Co., Atlantic Highlands, N. J.
Knoxville Gas Co., Knoxville, Tenn.

DIVISION V

(Companies with 1000 to 5000 domestic meters)

1st Prize Winner—Missouri Natural Gas Co., J. M. Foxx, Gen. Mgr., Farmington, Mo.

2nd Prize Winner—West Tennessee Power & Light Co., Clem R. Winkler, Com. Mgr., Jackson, Tenn.

3rd Prize Winner—Tyler Gas Service Co., R. L. Simms, Sales Mgr., Tyler, Texas.

HONORABLE MENTION

The Petersburg Gas Co., Petersburg, Va.
Union Public Service Co., Beloit, Kan.
Montana Dakota Power Co., Rapid City, S. D.
Albuquerque Natural Gas Co., Santa Fe, N. M.
Arkansas Western Gas Co., Fayetteville, Ark.

Gettysburg Gas Corp., Gettysburg, Pa.
Georgia Natural Gas Corp., Atlanta, Ga.

DIVISION VI

(Companies with 1000 or less domestic meters)

1st Prize Winner—Georgia Natural Gas Corp., Lee E. Hurst, Supt., Thomaston, Ga.

2nd Prize Winner—The Keystone Gas Co., R. E. Williams, New Bus. Mgr., Binghamton, N. Y. (Division No. 3.)

3rd Prize Winner—Georgia Public Utilities Co., E. J. Stern, V. P., Aiken, S. C.

HONORABLE MENTION

Anderson Gas & Utilities Co., Anderson, S. C.
Ozark Distributing Co., Carrollton, Mo.
Sumter Gas and Power Co., Sumter, S. C.
Georgia Public Utilities Corp., Athens, Ga.
The Eastern Shore Gas Co., Pocomoke City, Md.
New York Central Electric Corp., Penn Yan, N. Y.
Bowdoin Utilities Co., Glasgow, Mont.

The Awards Committee was composed of Alexander Forward, F. M. Rosenkrans, and Allyn Tappan.

Winners Announced in Nation-Wide Refrigerator Contest

WINNERS of the seven silver trophies, or "Prosperity Cups," and other awards in the nation-wide gas refrigerator selling campaign sponsored by the A. G. A. Refrigeration Committee which lasted throughout April, May and June, have been announced by John J. Quinn, chairman of the committee.

The campaign was known as the "second good old-fashioned sales contest." The silver cups were offered by the committee as symbols of "prosperity and better selling." The final returns, according to Mr. Quinn, indicate that the campaign is the most successful of its kind in the committee's history. A feature of the contest was the large number of awards to individual salesmen, more than 500 having received such awards.

The contest was carried on in collaboration with the manufacturers of Electrolux refrigerators at Evansville, Indiana. The many hundreds of gas companies that participated in the campaign competed in divisions depending on the number of meters. There were seven such divisions. Company winners by divisions follow.

DIVISION "A"

(Companies in nine metropolitan districts)

Boston Consolidated Gas Company won the "Prosperity Cup," plus a cash award for being ahead in total number of retail sales; an additional cash award for being second in wholesale installations; and honorable mention for being fourth in the "installations per 10,000 meters" class.

Southern California Gas Company won a cash award for being second in retail sales, and an additional award for being first in "installations in the 10,000 meters" class.

The Philadelphia Gas Works Company won a cash award for being in third place in retail sales, and honorable mention in the "10,000 meters" class.

The Brooklyn Union Gas Company won honorable mention as fourth place winner in retail sales; as fifth place winner in the "10,000 meters" class, and as third place winner in the wholesale section.

Washington Gas Light Company received cash awards by making first place in the wholesale section and second place in the "10,000 meters" class, and it won an honorable mention for being fifth in retail sales.

Kings Appliance Corporation won honorable mention for being sixth in retail sales and third place in the "10,000 meters" class.

DIVISION "B"

(Companies having 40,001 meters or over)

Providence Gas Company won the "Prosperity Cup" and the cash award for retail sales as well as the cash award for gaining second place in the "10,000 meters" class.

Portland Gas and Coke Company and Columbus Gas and Fuel Company won the cash awards for being in second and third places, respectively, in the retail sales category. Minneapolis Gas Light Company attained fourth place, receiving "honorary mention" as did New Haven Gas Light Company, fifth in line, which also attained first place in the "10,000 meters" class, entitling it to a cash award in that category.

DIVISION "C"

(Companies having from 20,001 to 40,000 meters)

Birmingham (Ala.) Gas Company received the "Prosperity Cup" and the cash award by attaining first place in the retail sales competition, and also won the first cash award in the "installations per 10,000 meters" class.

Other cash awards for retail sales went to the Fayette County Gas Company, Uniontown, Pa., which gained second place, and the Worcester (Mass.) Gas Light Company, winner of third place.

Companies which won honorable mention for high retail sales records were: Little Rock (Ark.) Gas and Fuel Company; Lowell (Mass.) Gas Light Company; Southern Counties Gas Company, Santa Ana, Calif.; Natural Gas Company of West Virginia, Wheeling, W. Va.; and Scranton-Spring Brook Water Service Company, Scranton, Pa.

Lowell (Mass.) Gas Light Company also won the second cash award in the "installations per 10,000 meters" class.

"Honorary mention" for sales efforts in the "10,000 meters" class was received by Southern Counties Gas Company, Pomona, Calif.; Fayette County Gas Company, Uniontown, Pa.; Southern Counties Gas Company, Santa Ana, Calif.; Little Rock Gas and Fuel Company, and the Scranton-Spring Brook Water Service Company.

DIVISION "D"

(Companies having 10,001 to 20,000 meters)

The "Prosperity Cup" and accompanying cash award went to Union Gas System, Inc., Independence, Kans., followed by Ohio Fuel Gas Company at Newark, and Ohio Fuel Gas Company at Springfield, second and third place winners which received cash awards.

First and second cash awards in the "installations per 10,000 meters" class also went to Union Gas System, Inc., and Ohio Fuel Gas Company, Springfield, respectively.

"Honorary mention" for retail selling efforts was received by Manufacturers Light and Heat Company, Ellwood City, Pa.; Arkansas-Louisiana Gas Company, Shreveport, La.; Central Illinois Light Company, Springfield; Brockton (Mass.) Gas Light Company, and Natural Gas Company of West Virginia, Salem, Ohio.

In the "10,000 meters" class, "honorary mention" was received by the Ohio Fuel Gas Company of Newark; Central Illinois Light Company, of Springfield; Manufacturers Light and Heat Co., Ellwood City, Pa.; United Gas System, Beaumont, Texas, and the Arkansas-Louisiana Gas Company, Shreveport, La.

DIVISION "E"

(Companies having 5,001 to 10,000 meters)

Florida Public Service Company of Orlando won the "Prosperity Cup" and its accompanying cash award. It also won the first cash award in the "10,000 meters" class.

North Penn Gas Company of Port Allegany, Pennsylvania, won the second cash award in both the retail sales competition and the "10,000 meters" class.

Natural Gas Company, Inc., of Monroe, Louisiana, won the third cash award in retail selling, and honorary mention for being third in the "10,000 meters" class.

Roanoke (Va.) Gas Light Co., Lewiston (Maine) Gas Light Company, Chattanooga (Tenn.) Gas Company, Sioux Falls (So. Dak.) Gas Company, and Gas and Electric Appliance Company, Zanesville, Ohio, received honorary mention for high records in retail selling.

Hornell (N. Y.) Gas Light Company, Roanoke (Va.) Gas Light Company, Chattanooga (Tenn.) Gas Company, and Newport (R. I.) Gas Light Company, also received honorable mention for being ahead in the "10,000 meters" class.

DIVISION "F"

(Companies having 1,001 to 5,000 meters)

Tyler (Texas) Gas Service Company won the "Prosperity Cup" and accompanying cash

(Continued on page 343)

Industrial Gas Advertisements for October

PROGRESSIVE BAKERS EVERYWHERE USE
GAS!
AND NEW RESEARCH SHOWS HOW TO USE GAS MORE EFFICIENTLY AND MORE ECONOMICALLY THAN EVER BEFORE . . .
Gas—the most widely used baking fuel—has natural advantages of flexibility, accurate temperature control, cleanliness and economy which bakers everywhere recognize.
Today, as a result of important new research, these advantages are even more pronounced, and gas is more than ever the ideal baking fuel.
Why not reappraise your own baking operations in the light of this new knowledge of gas? Your local gas company industrial engineer will be glad to tell you in detail of the most advanced methods of baking with gas and to show you how real savings may be made in your own plant. Get in touch with him—now!
Send For
this Free Booklet, "The Application of Heat to Bread Baking." Address your local gas company, or the American Gas Association, 420 Lexington Avenue, New York City.
GAS
THE MODERN BAKING FUEL
AMERICAN GAS ASSOCIATION
INDUSTRIAL GAS SECTION . . . 420 LEXINGTON AVE., N. Y. C.

Left—Reproduction of full-page advertisement which will appear in Bakers Weekly, *October 5, and* Bakers Helper, *October 19*

Below—Reproduction of double-page advertisement which will appear in Iron Age, *October 10 and* Steel, *October 21*

WHERE QUALITY SPECIFICATIONS ARE MOST EXACTING . .
DEPEND ON GAS
NEW RESEARCH MAKES GAS IDEAL FOR PRODUCING THE FINEST QUALITY PRODUCTS
Bright Annealed Steel Strip —product of gas-fired pre-mixed-atmosphere furnaces.
High Grade Machine Tools, made in gas-fired furnaces to meet exacting specifications.
GAS . . . THE PREFERRED FUEL FOR
Hardening
Carburizing
Annealing
Drawing
Tempering
Normalizing
Blazing
Nitriding
Forging
Galvanizing
Core Baking
Spheroidizing
Malleabilizing
And Many Other Processes
Assortment of Gears, Pinions, and Other Machine Parts—product of gas-fired furnaces.
The more rigid and exacting your quality standards, the more certain it is that gas will prove to be the ideal fuel for your requirements.
Important research sponsored by the American Gas Association has developed new and more efficient ways of using gas and has provided basic new information about gas, gas combustion and controlled atmospheres which make a definite contribution to quality manufacture.
Not only does gas permit accurate control of temperatures within precise narrow limits, but it can also provide exactly the right protective furnace atmosphere for the particular process involved.
This accurate control of temperature and atmosphere, so easily available with gas, means a better and more uniform quality of finished product, a reduction in spoilage and therefore a lower over-all cost.
Investigate this modern all-purpose industrial fuel in the light of this new knowledge of its use which is available today. Your local gas company industrial engineer will be glad to study your heating problems and to give you, without cost or obligation, a careful analysis of just what gas can do for you. Call him today!
IMPORTANT!
Copies of the following research reports are available to interested executives, WITHOUT CHARGE.
1. The Influence of Atmosphere and Temperature on the Behavior of Steel in Forging Furnaces.
2. The Surface Decarburization of Steel at Heat Treating Temperatures.
3. Baking Practice for Gas-fired Ovens.
4. The Appearance of Heat in Core Baking.
5. The Effect of Operating Temperatures on the Combustion of Industrial Gas.
Bulletin No. 1—Study of Combustion Chamber Wall Temperatures.
Bulletin No. 2—Practical Exploration of Newly Developed Combustion Knowledge.
6. A Study of the Characteristics of Burning Gas With Preheated Air.
Use pc or local gas company, or write direct to American Gas Association, 420 Lexington Avenue, New York City, N. Y.
Steel wheels that "ring true" and meet exacting metallurgical requirements—forged and heat treated with gas.
THE TREND TODAY IS TO GAS
AMERICAN GAS ASSOCIATION
INDUSTRIAL GAS SECTION; 420 LEXINGTON AVE., N. Y. C.

C. L. Kirk Dies in Indianapolis

CLARENCE L. KIRK, long a leading figure in the public utility field in Indianapolis, died August 23 at the age of 69. He was vice-president and general manager of the Citizens Gas Company and for several years had held a similar position with the Indianapolis Water Company.

Before coming to Indianapolis in 1913 Mr. Kirk was vice-president and general manager of the East Chicago and Indiana Harbor Water and Electric Light Company. He was born at Burlington, Ky.

To Exhibit at National Metal Exposition

AN outstanding display of industrial gas equipment will be made at the seventeenth National Metal Exposition to be held in Chicago the week of September 30. The American Gas Association is again cooperating with American Society for Metals in the exposition and has reserved a large area for the exhibit of gas equipment. Fourteen manufacturers of gas-fired industrial equipment will be represented in the display.

The National Metal Exposition is an annual exhibit of all types of equipment used in the metal trades.

D. W. Chapman, of The Peoples Gas Light & Coke Company, Chicago, Illinois, is chairman of the Display and Contact Committee of the Industrial Gas Section.

REFRIGERATION CONTEST WINNERS

(Continued from page 341)

award, followed by the Lynchburg (Va.) Gas Company and Montana-Dakota Power Company at Rapid City, South Dakota, winners of the second and third cash awards, respectively.

Companies receiving honorable mention for retail selling accomplishment were: United Gas System, Opelousas, La.; Keystone Gas Company, Inc., of Olean, N. Y.; Raleigh (N. C.) Gas Company; Peoples Gas Company, Miami Beach, Fla., and Community Public Service Company, Breckenridge, Texas.

First cash award in the "installations per 10,000 meters" class went to the United Gas System at Opelousas, and the second award was gained by the Community Public Service Company at Breckenridge, Texas.

In the "honorary mention" list in the "10,000 meters" class were: Tyler Gas Service Company, Virginia Gas Distribution Corporation, Staunton, Va.; United Gas System, Huntsville, Texas; Ohio Fuel Gas Company of Medina and the Lynchburg (Va.) Gas Company.

DIVISION "G"

(Companies having under 1,000 meters)

The "Prosperity Cup," plus the cash award went to Broad River Power Company, of Florence, South Carolina.

Second and third cash awards in retail sales accomplishment were attained by Willmar Gas Company of Willmar, Minnesota, and Virginia Gas Distribution Corporation, Waynesboro, Va.

"Honorary mention" for retail sales accomplishment was received by: Gas and Electric Appliance Company, Barnesville, Ohio; Gas and Electric Appliance Company, Caldwell, Ohio; Anderson (S. C.) Gas and Utilities Company; Central West Public Service Company of Nebraska, Columbus, Nebr.; and Keystone Gas Company, Inc., Walton, N. Y.

Winners in the "installations per 10,000 meters" class were the Broad River Power Company, first cash award, and Virginia Gas Distribution Company, Waynesboro, second cash award. Companies receiving "honorable mention" in this class were: Eastern Shore Gas Company of Virginia, Inc., Chincoteague, Va.; Willmar (Minn.) Gas Company; Gas and Electric Appliance Company, New Concord, and Gas and Electric Appliance Company, Brownsville, Ohio; and Keystone Gas Company, Walton, New York.

Salesmen who won first cash awards for being ahead in their respective divisions for the entire campaign were: Louis L. Poggie, Kings Appliance Corporation, Brooklyn, N. Y.; William S. Bodwell, New Haven Gas Light Company; William Dunfey, Lowell (Mass.) Gas Light Company; Sam A. Rosen, Manufacturers Light and Heat Company; H. Stuart Johnston, Florida Public Service Company; D. C. Merithew, Keystone Gas Company; and J. A. Cutts, Jr., Broad River Power Co., Florence, South Carolina. Those who won second cash awards were: Walter S. Ostrander, Brooklyn Union Gas Co.; A. Greenlay, New Haven Gas Light Company; W. M. Monahan, Fayette County Gas Company; Sterling E. Evans, Ohio Fuel Gas Co.; A. H. Phelps, Florida Public Service Co.; Frank Palmer, Montana-Dakota Power Co.; J. G. Nunnally, Broad River Power Co. Those who won third cash awards were: Peter J. McArdle, Brooklyn Union Gas Company; C. M. Birkhold, Columbus Gas & Fuel Co.; E. A. Moran, Scranton-Spring Brook Water Service Company; W. R. Bales, Ohio Fuel Gas Co.; Mrs. Eunice Doane, Sioux Falls Gas Co.; E. V. Bowyer, Lynchburg Gas Co.; and A. A. Simpson, Gas & Electric Appliance Co.

Presentation of the "Prosperity Cups" will be one of the features of the forthcoming annual convention of the American Gas Association to be held at Chicago in October.

Members of the Refrigeration Committee, other than Mr. Quinn, are: R. A. Malony of the Bridgeport Gas Light Company; Andrew Bergman, Consolidated Gas Company of New York; Frank H. Trembly, Jr., Philadelphia Gas Works Company; R. E. Williams, Binghamton Gas Works; F. E. Sellman, vice-president of Servel, Inc.; H. S. Boyle, Electrolux Sales Division of Servel, Inc.; W. M. Walsh, Connecticut Light and Power Company; H. S. Dutton, Hagerstown Light and Heat Company; and John J. West, Jr., Secretary.

Rolling Along

By GUY S. WILLIAMS

Assistant Managing Editor, Omaha World-Herald

OWED TO GOVERNMENT

Taxes, taxes, taxes, taxes.
Curses on him who relaxes,
Tax the paupers, tax the rich,
Assessors' palms have got the itch,
Suppose the country is agin' it,
What the hell, there's millions in it,

Though the white man's burden's heavy,
Let him have it, hike the levy,
Tax him early, tax him late,
City, county, nation, state,
Tax unrealized resources,
Marriage, childbirth and divorces,

Tax the gift and tax the giver,
Halt, philanthropist, deliver!
Let the orphans grin and bear it,
Tax 'em all that they inherit,
If they say we have the wrong cue,
Tell the saps to take the long view;
Tax the widows and their tears,
We're building for a million years,

Tax the baby in its crib,
Tax its teething-ring and bib,
Also, whether soiled or tidy,
Slap a tax upon its didy;
Get them coming, get them going,
Keep those old relief rolls growing,
Tax the pay roll, stock, debenture,
Three cheers for the Great Adventure!

Banks were closed and now they're open,
Nerts to any guy that's mopin',
Bring the yokels to their senses,
Government must meet expenses,

Give the wealthy gents a soakin',
Grab that millionaire, he's croakin',
Tax his death gasp and estate,
If the dough gives out inflate,
Come on senate, come on house,
He who hangs back now's a louse,
Must's the word sans relaxation,
Whoop 'er up, boys—more taxation!

Personnel Service

SERVICES OFFERED

Gas Appliance Sales Engineer now employed with one of largest manufacturers; 6 years' research and development and sales engineering cooking appliances. Thoroughly familiar all combustion and testing problems. Interested sales engineering with manufacturer or utilization department with utility; (35) Married. College graduate. **958.**

Sales Representative—experience selling utilities and dealers for reputable gas range manufacturers for past 10 years, majority time metropolitan area; have also traveled Eastern states, desires to make connection as sales manager or representative for reputable manufacturer. Has good personality and is well educated. American (37). **961.**

Manufacturers Representative, with exceptional experience and connections among architects, builders, plumbing supply jobbers, plumbers and gas companies, desires a medium or low priced line of gas ranges for the metropolitan New York City area. Calling on this trade for sixteen years selling gas equipment and specialities. **962.**

Experienced **Engineer-Manager** has held practically every position, with emphasis on engineering and operation phases, covering design, construction and operation every type water gas plant, operation verticals, coke ovens, by-product recovery, including natural gas distribution. Useful at headquarters or on property; specialist Washington plan rate basing and making. **963.**

Sales—New Business—commercial manager: Thorough training, outstanding successful record initiating, directing advertising, publicity, merchandising campaigns; supervising industrial gas and power sales; developing costs, rates, selling prices; handling public relations, public ownership agitation, rate reduction demands, and appearing before commissions, boards, etc., on various matters; expert negotiator. **965.**

Salesman with 18 years' gas company experience, 8 years' selling all types of gas appliances, domestic, hotel and house heating, desires position, will go anywhere, own car. (39) Married. **966.**

Sales **Supervisor** or **Sales Engineer.** Have had considerable experience in industrial, commercial, house heating and domestic sales work. Also am familiar with design and installation of equipment. Have worked with manufactured and natural gases. University graduate and married. **967.**

Public Relations; advertising, publicity, complaints, public contacts, editing of employees' magazine, photography, six years. Industrial development and research; all details including surveys of various cities, towns and counties. Compilation and editing of data, marketing surveys, economic studies, four years. Merchandising; systematizing and coordination. **968.**

Manager-Executive—18 years' practical operating experience in all phases manufactured gas industry. Technical; university training. Particular emphasis and success in merchandise sales, load building, public relations; desires connection with straight gas utility in general or sales management capacity. Go anywhere; (40) married. **969.**

Engineer—Nine years in gas industry. Now employed as manager of small property. Desires position as Assistant Engineer of large property or **industrial gas** sales work with appliance manufacturer. **970.**

Ambitious advertiser, 31, seeks position where initiative coupled with varied experience in industrial and public utility fields may command recognition. Knowledge **accounting,** statistics, business administration, security sales work and record keeping, addressograph, mailing and inventory. **971.**

Mechanical Engineer; thorough research and production experience in all phases of manufactured gas distribution. Knows modern meter work (tin and iron) from treating leather to improving fast meter records; elimination of gum, etc. troubles; customer contact; languages, desires responsible position in distribution or with manufacturer; U. S. or foreign (31), married. **972.**

SERVICES OFFERED

Graduate **Chemical Engineer** desires position with operating or holding company, where six years' experience manufacturing coal and water gas, two years' experience operating meter repair shop and complaint department, and one year with house heating sales and engineering experience, can be of material assistance in lowering costs, or providing better service. **973.**

Engineer, thoroughly experienced in appliance problems with manufactured and natural gas, desires position with manufacturer or gas company. Record includes ten years' research work in laboratories of national scope, five years' development of domestic appliances and controls; also sales. **975.**

Executive, with many years' experience in the gas industry; graduate in Mechanical Engineering with practical experience in gas plant design, plant construction and maintenance. Thorough knowledge of operating, new business relations, industrial fuel and house heating applications and sales. Take charge of management of company or new business department. **976.**

Distribution Superintendent—**Gas Engineer.** B.S. and M.S. degrees, major in Gas Engineering. Four years' "dirt" experience high- and low-pressure distribution operation; two years' distribution superintendent of industrial territory (23,000 meters) including meter repair, appliance department. Completed Alexander Hamilton modern business course. Capable industrial or distribution engineer. (30). **977.**

Gas Engineer (37). Early technical training chemical engineering, nine years' chemical research gas analyses, fuels and gasoline adsorption. Eight years' active in gas engineering in charge of plant construction, inventory and appraisal valuations specializing in depreciation studies and public service commission contacts. Energetic. Married. **978.**

Engineer with utility accounting experience. B.S., M.E.E.; postgraduate work. Three years' research assistant, National Industrial Conference Board. Twelve years' gas and electric utility experience, rates, franchises, cost allocations, contracts, research in utility management problems. Experience with P.S.C. accounting. (N.Y.). **979.**

Controls and **gas burner engineer** wants position offering greater possibilities. Has several years' practical work in design, application and operation thermostatic and gas mixing controls or mechanical and electrical types, and gas burners all types. Fundamental training and experience, combustion, metallurgy, mechanics and electricity; experienced production supervision. **980.**

Sales Engineer having specialized in the sales and promotion of automatic gas water heaters for over 10 years. Planned and conducted many successful sales campaigns. Well acquainted with gas companies, plumbing supply houses and have arranged many eastern plumber dealer setups. **981.**

Specialist in problems pertaining to efficiency, operation and maintenance; well grounded in the fundamentals of fuel production, transmission and distribution. Have proven record for load building, new business and fuel application. Experience also covers appraisal, rates, selling and public relations; graduate engineer. **982.**

Accounting, Cost and **General.** Eight years' experience; gas plant, transmission and distribution system construction and operations analyzed. Ascertainment of cost, accounting of same determined in conformity with utility and public service commissions requirements. Field records gas works and main systems audited and accounting and statistical reports compiled. **983.**

Assistant Superintendent of coal gas plant desires position with a coke oven or coal gas plant in supervisory capacity. Three and one-half years university training in civil engineering; eight and one-half years' experience in coal gas plant. Familiar with plant construction work. (29) Married. **984.**

Presently employed. Available thirty days. Do you need a gas man who can get results? I am willing to prove it by a year's trial. Experienced thirteen years in gas business **sales promotion,** making friends, boosting sales, creating company good will; can help sales force get new business. **985.**

SERVICES OFFERED

Manager. 20 years' experience managing water gas properties. 5 years' experience managing natural gas property. Experience includes all phases including distribution, new business and public relations. **986.**

Manager or **Superintendent.** Twenty years' practical experience handling properties having up to 4,000 meters. Water or coal gas plants. Have had good success in rebuilding run down properties. Straight salary or would take living wage and share of profits. Married (50). **987.**

Sales Manager or Manufacturers Representative. Nine years' experience in retail and wholesale merchandising of major appliances. Capable of organizing and directing sales personnel. Extensive acquaintance among eastern utility merchandising managers. Accustomed to public speaking. Willing to travel or locate anywhere. **988.**

Graduate **Mechanical Engineer** desires position in any department, thorough capable. If you want a live wire who can get results either in distribution manufacture or sales, glad to arrange a personal interview at the A. G. A. convention in Chicago. Have had electric and natural gas experience including house heating. **989.**

Research Chemist—Several years' experience in a coke plant together with research and development work for a leading research corporation. Familiar with analyses of by-products and routine analytical methods. Now employed but desire a change. **990.**

Utilization and **Sales Engineer** long experience New York Metropolitan and adjacent area in house heating, water heating, restaurant and industrial work. Testing installation and servicing. **991.**

Gas Engineer desires new connection. Graduate chemical engineer. Fifteen years' experience in design, construction, operation and maintenance of Water Gas Plants and high-, medium- and low-pressure distribution systems. An able assistant for any large property and capable of managing a medium size property. **992.**

Gas range and Appliance **salesman** seeking substantial connection. Thoroughly experienced and capable of handling any territory. Have the ability to supervise and perform sales promotion duties. Will locate anywhere, no preference as to territory. Interested in salary and expenses or drawing account, commission and expenses. **993.**

POSITIONS OPEN

Leading water heater manufacturer requires **salesmen** to call on Utilities. Must have previous experience. Good Territories open. Drawing account against commission. Replies held confidential. **0294.**

Foremost manufacturer of all types of gas fired space heaters desires **representatives** in several territories, representing other and non-competing gas appliances. Acquaintance with gas companies important. **0295.**

THREE LETTERS FROM A MEMBER COMPANY

July 15, 1935

Gentlemen:

We have temporary need of a good efficient . . . . man who thoroughly understands the. . . . . We want a man who can. . . . .

July 17, 1935

We thank you very much for your favor of the 16th giving us the name of Mr. S.————.

July 19, 1935

Mr. C———— was here yesterday to see us in reference to the position we wrote you about and the writer was very much impressed with this gentleman. Needless to say we appreciate your putting us in contact with this type of man.

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AMERICAN GAS ASSOCIATION, Inc.

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